BOOT and SHOE

Recorder ★

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NATIONAL VOICE OF THE TRADE

MAR
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1946

1946 PROFIT MAKER!

"U.S." SPECTATOR BOOT

SHEARLING CUFF

WARM FLEECE LINING

WATERTIGHT CONSTRUCTION

KWIK SLIDE FASTENER

FLAT TREAD LAST

1946 DELIVERY

UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER, NEW YORK 20, N. Y.

Tandrite

Measures up to a mighty task

The need for fine quality leather was never more definite than now . . . and Tandrite is wholeheartedly engaged in supplying that need, a task for which only this pre-eminent calfskin is fully equipped.

That job calls for a leather possessing not just one, but *all* the essential virtues . . .

- smooth beauty
- supple character
- enduring stamina
- fidelity of color
- permanence in finish

And Tandrite Calf fully measures up to that assignment.

"*Kurt* 2"
on the Vassar Last
One of the Famed "Bare-Foot Originals"
21, 8 square covered heel, made by
WOLFF-TOBER
SHOE MANUFACTURING CO.
St. Louis, Mo.
Tandrite Calf, Color No. 313

E. Hubschman & Sons, Inc., Phila., Pa.

Talk of the Trade

Headlines and Footnotes This Shoe Trade Fortnight

On with the Shows

TO show or not to show; that was the question. But it wasn't a thing anybody could decide by the flip of a coin. If the two big national shoe associations could have followed their own inclinations, there never would have been any question in the first place. They both wanted a National Shoe Fair in '45 and in '46, and so, beyond a doubt, did the rank and file of folk who go to shoe fairs.

But in '45, you will recall, the ODT, at the behest of Jimmy Byrnes, now Secretary of State for President Truman but then Director of War Mobilization for Franklin Delano Roosevelt, cracked down on conventions and trade shows. There was a war to be won. And so the Shoe Fair went into the discard along with night clubs and horse racing, to save light, power, transportation and hotel space. Months passed and then came V-E Day, followed by V-J Day. After that the ban on conventions was lifted, but it was lifted too late to plan and arrange for a Shoe Fair in '45.

Everybody figured it would be a cinch for '46. But when the association people began to look around to see what they could do, they found themselves facing obstacles that looked about as formidable as ODT. They were free to put on a Shoe Fair as far as the government was concerned. But you can't stage a show of that character in a vacant lot or a ball park. Neither can you stage it in any average size hotel in an average size city. As a trade show the National Shoe Fair isn't any piker. It ranks right up there with the biggest in the country. And it takes a lot of hotel space for sample rooms, for luncheons, for dinners, meetings and conferences. Yes, and for sleeping rooms, too, where the weary shoe men can steal an hour or two of shuteye in the wee small hours before the dawn.

So early last Fall the Shoe Fair people figured they had better look over the hotel situation in Chicago, where they've been holding shoe fairs so long that it's almost a tradition. And then and there they got the shock of their lives. The management at some of those places

Hotels Were His Headache

until big Chicago hostelries signed on the dotted line and gave the National Shoe Fair the green light for October. George E. Gayou, manager of many Shoe Fairs, looks a lot happier now that the show can go on.

where they always used to be welcomed with open arms, this time didn't welcome them at all. They had other problems to worry about, what with the help shortage, the laundry situation, the food scarcity and a few more headaches. Besides they were doing all right renting rooms to soldiers and sailors, to Waves and Wacs, to frantic buyers combing the markets in search of merchandise, to newlyweds on their honeymoons and to a public hell bent for travel. In conventions they just weren't interested.

For four or five months now Lee Langston and Bill Stephenson have been waking up in the middle of the night confronted with this spectre of a Shoe Fair with no place to go. Presidents of two national associations completed their terms of office with the mystery still unsolved, retired to the comparative peace and quiet of private business and passed the problem on to their successors. Langston and Stephenson couldn't do that. The Shoe Fair was their business. They had an ace in the hole, however, in the person of a convention manager who pretty well knows his way round.

While they planned the strategy, George Gayou acted in the role of field commander. He was eventually able to sign up one big hotel, but that wasn't enough. For months he commuted between St. Louis, his home town, and Chicago, camped there when necessary, saw everybody who could be of any help, kept in touch with the association headquarters in New York, pulled wires and used pressure and persuasion. If the full story is ever told it will listen like a chapter from the history of UNO.

Late last week the break came. The Palmer House and the Mor-

rison capitulated. An official release March 8 announced the dates for 1946 National Shoe Fair as October 27 through 31. It will be under joint sponsorship of National Shoe Retailers Association and National Boot and Shoe Manufacturers Association, with Palmer House and Morrison as headquarters hotels; news story on page 133 this issue.

Now Gayou can go home. It wasn't the first time he had carried a message to Garcia. A former associate editor of BOOT AND SHOE RECORDER back in the '30s and an able and efficient public relations executive for industry at large and for the shoe trade in particular ever since World War I, when he served as confidential courier on the Italian front and carried secret dispatches to Paris and London. Born and bred in Missouri and proud of it. Knew Harry Truman when, and the President calls him "George." It's a safe bet he'll manage the Shoe Fair again in October, as he has done so successfully these many years. And, incidentally, it promises, on present indications, to be just about the biggest National Shoe Fair ever.

To Show Fall Styles

Meanwhile official showings of first Fall shoes are blossoming out all over the map. St. Louis Fall openings will be held March 31 to April 3, under the auspices of St. Louis Shoe Manufacturers Association. Julian Samuels, president of the association, strongly denied rumors reported in some sections of the East to the effect that these showings had been called off. Far from it, Mr. Samuels declared, the openings in St. Louis will be events of extraordinary interest, and a big gathering of merchants and buyers, eager for a first glimpse of the new styles, is anticipated.

Advance Fall openings of the Guild of Better Shoe Manufacturers are also scheduled for the week of April 1 in New York, when members of the Shoe Manufacturers Board of Trade and other quality makers will also open their lines. New England Shoe and Leather Association and other groups will stage market week in Boston April 7 to 11. It looks like old times in the shoe trade.

Recorder Quotes from the Record

SPEAKING TO MEMBERS of the National Leather and Shoe Finders' Association at their annual meeting in Chicago, March 4, Irving R. Glass, economist for the Tanners' Council of America, said among other things:

"Production of shoes for civilian use has expanded rapidly since V-J Day. With all of the obstacles and handicaps, the shortages and bottlenecks confronting shoe manufacturers, the industry has already reached a production basis of approximately 40 million pairs monthly. Multiply that quantity by 12 and we have an annual total as high as civilian production in any former year and considerably above the average production of shoes prior to the war.

"The question has frequently been asked of late as to the capacity of the shoe industry. Anyone who has been following developments should hesitate even to venture a guess because not only have manufacturing techniques been improved but the number of new plants in the field is considerable. I have heard estimates that there are as many as 200 more shoe manufacturers in production today than before 1941. Again, it should be stressed that immediate and current conditions do not offer any criteria for appraisal of the future. The fact that shoe stocks in some retail stores are low, that size ranges are incomplete, or that your wife and children cannot get the shoes they want when they want them is quite incidental. The dominating fact for us to absorb is that they will be able to get shoes, and that the facilities now available for the production of footwear must assert themselves in a rising tide of output."

GEORGE H. JOHNSON, president of Lit Brothers, Philadelphia, Pa., recently predicted:

"The retailer will be able to obtain enough merchandise by the end of 1946 to enable him to do as well as he did in 1945, if not better. However, the merchandise will be evenly divided and those who had played fair in the past will no doubt receive more consideration than those who had not. Also, the shoe retailer must be courageous in his buying. Profit is made by those carrying the largest percentage of staple merchandise in staple sizes. The shoe retailer must not be afraid to buy deeply into sizes in those styles which he selects and to place orders far enough ahead to insure adequate stock coverage for peak periods."

He also advises: "Appraise yourself. Get back to your store. Cultivate cooperation with your salespeople as well as those you are working with and buying from. Employ salespeople of quality rather than in quantity. The retailer must recognize that he cannot get something for nothing."

* * *

BESS BLOODWORTH, vice-president in charge of personnel for the Namm Store in Brooklyn, N. Y. told a state-wide conference of Virginia leaders in retail personnel, meeting at the Hotel Jefferson recently:

"Probably no group of employers has so great a chance to be real leaders in their communities as the retailer. Retailers come in contact with every cross section of the public and serve all sections and economic groups. How often we discuss whether we have good, capable

employees and how little we think of whether we are good employers. The standard we set for an employee is easily described—one who is dependable, courteous, capable and loyal."

"What standard have we set for ourselves as employers and do our employees know that we have standards? We touch every emotion crisis of their (the public) existence as well as their day-to-day lives. We can mean to them only the emporium where they can buy desirable merchandise at the right price or we can be a living, breathing institution to them—an institution which offers a good living for citizens in the community and where they receive personal satisfaction from right working conditions."

ABOUT WORRYING

—It's fashionable to be a worrier. In fact, worrying about things that never happen is one of our most popular activities these days.

—The following story from "Democracy In Action" only by chance has its scene in a mental hospital.

—One patient stood with his ear glued to the wall. "Ps-st," he beckoned to an attendant and pointed to the wall.

—The attendant put his ear against it "I don't hear anything," he said after listening. "No," confided the patient. "It's been like that all day."

—It's all right to get a thrill from your worries, but don't overdo it.

—We've got years of tremendous activity ahead of us — so *why worry?*

E. B. Tebbetts

President

MRS. ANTHONY EDEN, wife of the acting leader of Britain's Conservative Party proudly and excitedly displayed a pair of very new, very high-heeled black suede shoes. They were her first purchase in America. No sooner did Mrs. Eden touch her well-worn shoes to New York soil than she was off on a shopping tour up and down Fifth Avenue and into "lots of its wonderful shops."

She stopped and shopped in New York for two days before boarding a plane for Miami and then to the Barbados in British West Indies—and she was thrilled with her purchases. "You can't imagine how pleasant it is to have something new," she said.

* * *

HERBERT SONDHEIM, a leading member of the New York couturier group, addressed the meeting of the Guild of Better Shoe Manufacturers at the Hotel McAlpin recently. He told the members that Fall clothing will be simple, by necessity. "The shortage of materials, coupled with rising costs and government regulations, will force us to make simple garments. With all the limitations, it is not possible for us to do the styling job we would like to do. There will be a great demand for evening clothes this Fall. However, MAP regulations preclude the making of as many evening clothes as the public will want." Mr. Sondheim believes that the round shoulder look will be continued in Fall apparel and that contrasting color combinations will be seen in some of the new suits.

Guild Fall shoe lines will conform to this apparel picture, according to members.

* * *

SIDNEY WITTENBERG, shoe buyer at The Boston Store, Utica, N. Y., says:

"I believe that the worst has been seen for the shoe business and from now on conditions will start to improve. I say this despite the fact that for the first time in my 23 years in this business I have returned from a buying trip to New York without buying any shoes.

"On the surface things seem as bad as ever. Deliveries show no perceptible improvement, yet recently we have gradually built up a better and more diversified stock. We are showing a lot of shoes in our departments—an indication that inventories are improving. Of course, it will take many months to get back to anything approaching normal.

"Whether shipments of shoes will improve sufficiently in time for Easter business is anybody's guess. This year's later date for Easter may mean the difference between a poor season and a good one.

"Most shoe dealers complain about how bad things are, yet last year they made the most money in years."

"Mind bringing your wife back tomorrow? We just sold the last pair in her size."

To understand the facts of leather you have to go back to the farm—or to the wide range where cattle roam in herds that reached an all-time high of 82 million head in 1944. This record cattle population of the United States has been reduced but slightly in the past two years. In other sectors, however, the leather supply picture is less promising.

Today's Leather Story - - And the Outlook for Tomorrow

THE insistent question posed by shoe manufacturers, and by retailers, from coast to coast is brief—What is the leather picture for 1946? Cross currents of opinion, alleged facts and informed guesses, all increase the uncertainty prevailing in the trade. In one corner statisticians tally up all the leather channeled to the Armed Forces six months ago and argue that present supplies for civilians must be adequate. But, the economist in the opposite corner flexes his muscles with the hundreds of millions of shoes to be made this year and pronounces the leather supply will be short. Shoe men ignore the statistical fisticuffs and wail for deliveries.

Under present conditions no one can draw up a bill of particulars for what may be the case six months hence. Basic conditions can change, and have changed in the past rapidly and unexpectedly. Some facts are clear-cut and reliable; others are nothing more than estimates based on intangibles and framed by imponderables. This analysis draws upon every available source of information to dispel some of the fog and provide the clearest picture possible under the circumstances.

Supply Relative—Cows, calves, goats and lambs are not factory made. The quantities that move to packing houses each year are determined by the demand for meat, not the cry for suedes, soles or linings. Moreover, since people's eating habits are rather regular, the slaughter of livestock is more stable than generally realized. This means that the supply of leather is generally good or bad relative to demand. When shoe production hits a rapid pace, the manufacturer wants more leather and is impatient with supplies. Conversely, when factory schedules are cut, the inventories of leather mount rapidly. Shortages become surpluses, and vice versa, upon short notice.

A Survey of the Supply Situation for 1946 and a Factual Analysis of Conditions Affecting Raw Materials and Production of Finished Leathers — Cattlehide Leather Picture Appears Brightest, Calfskin Outlook Is Less Favorable for Lighter Weights, Indications Point to Increased Production of Kid and Goatskins.

Present demand from the consumer back through the chain of supply is the result of high purchasing power and war-reduced inventories. Such intensified demand can hardly fail to press hard on the heels of available leather supply. Even if tanneries were producing more leather than at present, output would still probably fail to satisfy urgent, immediate post-war demand. That is a condition to be recognized and admitted if the trade is to avoid dangerous illusions.

Supply in General—The thought expressed in this paragraph has been tested on a few practical and tough-minded shoe men. Their reaction was unequivocal and highly critical. "Why talk about leather supplies in general? Those figures don't bring any linings or suedes or insoles." Nevertheless, the fact is worth noting that leather production as a whole is now larger than prewar. Weighing hides and skins of all kinds together, the aggregate footage is greater than the average of the five prewar years. There are fewer calfskins and kidskins, but more cattlehides, pigskins, sheepskins and reptiles. While the total of all types may yield no comfort to the buyer of black suedes next Fall, yet the overall footage represented must be absorbed and consumed.

The United States and the World Market—The paramount factor in the leather outlook reflects not merely conditions in the United States but a world situation. Hides and skins are normally imported by the United States in substantial quantity to augment domestic resources, and in some types, imports are the major source of raw material. With the war over, new complications have arisen in foreign markets because a leather-hungry world avidly seeks hides, skins, leather and shoes. In Europe livestock capital seems to have been impaired, not as much as was feared, but enough to curtail slaughter until herds and flocks have been partially restored. In the meantime, relief and rehabilitation needs must be met by imports from the surplus areas such as South America, Asia and Africa which also supply the United States and Britain. It is not surprising, therefore, that demand for hides and skins in world markets has become more intense after the war than while the battle was still raging.

Controls both international and domestic have been maintained after the war to temper the consequences of swollen world demand and limited supplies. Eventually the restoration of transport and productive facilities,

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While packing house workers were out on strike the cattle pens at the stockyards were empty. Walkout in January seriously interrupted operations of big slaughter houses and reduced flow of hides to tanneries the following month. Fortunately, the strike was of relatively short duration, and it is believed the output within the next few months will offset the take-off lost in first month of '46.

Sees "GREATEST OPPORTUNITY

EDWARD C. ORR

"SHOE retailers right now enjoy the greatest opportunity they have ever had," is the forthright belief of Edward C. Orr, new president of the National Shoe Retailers' Association.

Despite current production troubles hampering immediate inventories and restricting ability to meet consumer demands, Mr. Orr holds that the long-range, broad-gage viewpoint emphasizes the certainty of this opportunity, provided the individual retailer is alert and willing to take advantage of it.

Mr. Orr, president of The Potter Shoe Company, Cincinnati, representing the third generation in his family to be identified with the expansion of the business from a small store to a retail establishment that is nationally known, believes that the retailer's obligation to the public is the yardstick by which the "future opportunity" can be achieved.

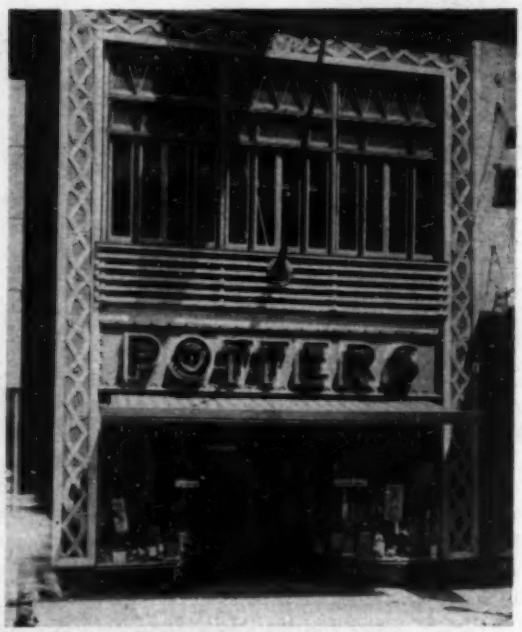
With the background of experiences of his father, the late James Potter Orr, and the latter's uncle, the late J. M. Potter who founded the business in 1866, the progressive-minded Cincinnati shoe retailer now heading the NSRA is firmly convinced that, as result of front page news display accorded "shoes" during the recent war, the public has been stimulated to a "shoe consciousness" that is destined to be maintained for years to come.

Mr. Orr, who is known familiarly to his personal friends and intimates in national shoe circles as "Ted," brings to the presidency of the National Shoe Retailers' Association the combination of heritage of service to the public, alert leadership in utilizing new ideas and new methods in merchandising, and a willingness to cooperate in organization-wide programs to attain progressive improvements for the consumer as well as the individual retailer and the industry at large.

The present NSRA president's father—the late James Potter Orr who started with his uncle Potter's firm at the age of 14—took over the management and ownership in 1907 after the founder's death. The business was incorporated as The Potter Shoe Company and continued under James Potter Orr's direct management until his death in 1932.

The elder Orr, identified with many community and business activities in Cincinnati, was also prominent in the establishment of the National Shoe Retailers' Association. He was one of the founding members and among the first presidents.

The present NSRA president entered the Potter business in the Fall of 1923 after spending several Summer vacations on minor jobs in the stockroom and later in the men's shoe department. Edward Orr advanced to the women's department and later became assistant to



View of the exterior of the Potter Shoe Co. in Cincinnati. The store occupies a twelve-story building in the heart of the new retail area in downtown Cincinnati.

for SHOE RETAILING" . . .

Edward C. Orr, Recently Elected Head of the National Shoe Retailers' Association, Considers the Retailer's Obligation to the Public to Be the Yardstick by Which Future Opportunity May Be Achieved.

1946 NSRA PRESIDENT LOOKS AHEAD

"WHILE the immediate picture in the shoe industry is darkened by the difficulty of getting enough shoes to meet the demand and at the same time to build an inventory that can be merchandised, I am confident of the future for many years to come. The present problem is primarily one of production—and we Americans have never yet failed to overcome that obstacle. We will overcome it in the not too distant future this time.

"Shoe retailers right now face the greatest opportunity they have ever had. All during the war, footwear of all kinds received more publicity than could possibly be bought by money. News about shoe rationing was in every paper in the land every day, and many times on the front pages. Because people's shoe wardrobes became depleted, they were forced to think more about their shoes and to learn the value they had always received when they bought a pair of shoes. These facts have made the public extremely shoe conscious.

"In addition, many new types of styles in footwear have been developed over the last decade, and quite a few are in the process of development right now. They are not confined to women's styles alone, but include new types for men to go with the new trend in sports-type clothing, new vogues in children's shoes, and, most important of all, an entirely new classification of styles for teen-agers. The public is hungry for these new types, and a great desire for them has been created which will never be fully satisfied.

"Further, there is the proven acceptance by the consumer of the fact that shoe stores are the place to look for and buy all the various related accessories such as hosiery, handbags, gloves and what-have-you. This field is wide open to the shoe merchant both small and large.

"Our outlook for the future in my opinion should be therefore, first, to fulfill our traditional obligation to the public by giving them good quality and value, good service, and, above all, proper fitting when they come to us for a pair of shoes; second, to take advantage of the fact that shoes and shoe stores are now where we have always hoped they would be in the public's mind, and to expand our horizons and present the consumer with shoes and accessories that are newsworthy enough to keep us in that enviable position.

"Being cognizant of these facts the National Shoe Retailers' Association has long since bent its efforts to serve its members in these directions, and with the magnificent cooperation of all the branches of this industry of ours, derives some satisfaction for bringing us to the doorstep of this golden opportunity."

EDWARD C. ORR,

President, Potter Shoe Co., Cincinnati, Ohio

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the late Harry C. McLaughlin, long associated with the elder Orr in the business and widely known in shoe circles.

Mr. McLaughlin served as president following the elder Mr. Orr's death until 1934 when ill health overtook him and Edward Orr assumed the management.

Cincinnati-born Edward C. Orr completed his preparatory school education at the Asheville School in North Carolina before entering Yale, where he graduated in 1921 with the degree of Ph.B. He attended Harvard University's School of Business Administration for two years prior to entering the shoe business.

The aggressive NSRA president, following in the footsteps of his father, has maintained active interest in organizations of retail business and the shoe field. He served two three-year terms as a director of the NSRA after being first elected in 1938. In 1944 he was chairman of the NSRA executive committee, and last November was chosen president at the annual meeting in New York.

Recent wartime activities found "Ted" Orr in the thick of things. He was a member of the Advisory Retail Shoe Committee of the War Production Board and the Advisory Retail Pricing and Rationing Committee of OPA.

Too young for service in the first World War, Mr. Orr at 17 received an appointment to the U. S. Naval Academy at Annapolis just as the war ended. He declined the appointment and continued with his civilian education.

Active in club circles, Mr. Orr is affiliated with the

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BASIC CHANGES IN FASHIONS

Apparel Designers Prepare Now for the Time When They Can Operate Without Fabric Shortages That Still Harass Them. As Fashions Change, as the Silhouette Takes on a New Look, the Footwear Changes, Too. Changes in Silhouette in Current Showings for Spring and Summer Indicate Major Trends Which Will Emerge as Typical of the Post-War Fashion Era.

GENERAL FASHION TRENDS

LONGER SKIRTS, sometimes slightly flared, newest with back dip. Longer waists too, and Princess lines without belts. Fitted basque tops allied with full dirndl skirts for young look. More long sleeves and bracelet length sleeves, fewer short sleeves except for the short and ankle-length dinner dress worn with its jacket.

COSTUME COLORS combine tones muted or neutral, also brilliant and alive. Black comes back more important than ever for coats and suits, dresses and hats and everything. High-style neutrals and half-tones of greys, greige, taupe, also black with brown for daytime costumes. Vintage shades—wines, berry reds, gold and orange, light to dark greens, highly stressed. Newest blues are brilliant peacock and Persian tones, misted sea blues, Royal and midnight and hard porcelain and turquoise shades. To accent brown, taupes and black. All shades of brown from very dark to cocoa and pale coffee beige. Flame and lacquer reds return as intense fuchsia tones subside. Clear American Beauty reds, light rose and rosewood for dresses and hats.

HIGH HATS and low-brow effects and level-headed sailor types all good. Little round bonnets and cloche for the young, high wide bonnets for the older women and sophisticates. Good lines, new lines more important than lots of trimming on the hat. New hair lines too, with big coils and chignons in back and short flapper type cuts for those who dare. Long, long page boys and high top-knots continue dominant.

EMPHASIS on curves, softly rounded lines, more fullness. Less bulk in bodice, padded shoulders modified to slope gradually into important looking sleeves. Carefully regulated fullness in skirts, in full-back flaring coats and Directoire suits with front cut-away. Bloused backs, flared backs and fitted effects in big wonderful fur coats. Sheer luxury in wide fur stoles and bulky capes.

CONTROVERSIAL: tight-laced in waists vs. natural waistline. Long-waisted vs. normal waistline. Boyish modes vs. feminine curves. No hats vs. much hatted look.

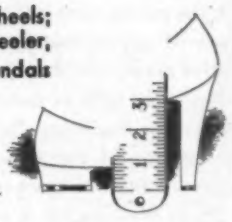
SHOE STYLE TRENDS

This Is Where You Come In—Shoe Manufacturers and Shoe Retailers Planning for the Fall and Winter of 1946: These Fashion Changes Taking Place Now Have a Lot to Do with Shoes for the Coming Seasons.

FREE-FITTING LASTS continue dominant influence on development of new patterns. Revivals of old patterns such as buckle pumps, Colonials and high-cuts, also cross-straps; with elastic gores, elasticizing and stretchable panels to join other best-sellers on these foot conforming lasts. Broad toe makes these old patterns look new.

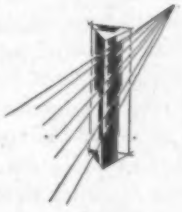
PLATFORMS, bottom treatments, edges, all make fashion points for shoes. The welt look in process types made with white stitched extensions, rolled edge, wheelings.

TWO MAJOR TYPES continue: opened-up shoes, high or low heels; closed-up shoes high or low heels. Ballet pump best closed low-heeler, D'Orsay pump best closed high-heeler, with nude banded sandals good on any heel height allied with Nylons.



HEEL HEIGHTS go to extremes—low and almost flat to three inches. New lasts for Fall being worked on 14/8 as good medium type for volume once held at 16/8.

COLORS limited because of supply shortage. Black and more black in all leathers, especially suedes, with some reptiles, calfskins and kidskins. Black satin for dress. Russet browns and dark browns much wanted, and cocoa liked because of coordination plans. New dark wines and cherry red highlights and high style—wine for suedes, cherry for smooth, crushed and reptiles, plain or stained. Natural saddle and light russet for casuals.



COORDINATIONS of shoes with hats and accessories limited to availables. Matching of these correlated items will become motivation for entirely new style development when supplies of materials become more abundant. Black lizard and brown alligator figure in planned coordinations for Fall. Wine and cherry red and cocoa brown are matched to gloves and handbags in suedes and smooth leathers. Strictly limited.

NEW LINES; new base patterns stress simple basic good lines rather than intricate detailing and trimmings. Fewer studs and nailheads. Stress on unlined models.

CONTROVERSIAL: more open toes and open backs for Fall vs more closed up shoes? Narrow toe long vamp lasts as shown in Paris now, by bottiers using their 1939 wood vs continued stress on natural foot conforming lasts. Many new patterns in lines vs new patterns limited in number.

Editorial Outlook

Now It's Up to Congress

WELL informed Washington observers have come to the conclusion, since President Truman announced his revised wage-price policy, that the net result, at first described as a bulge in the price line, is more likely to assume the proportions of a break-through. Actually, they say, OPA and the Administration have retired to a new price line, which they are presently fighting a delaying action to defend. Even Chester Bowles admits that this struggle offers "the last chance" to halt the onrushing forces of inflation.

Once the government had determined to approve wage increases of approximately 18 per cent, there was no alternative save to yield on prices, and while OPA maintains that many lines of merchandise can still be held at present levels, there is growing conviction in Washington that the effects of the revised formula will gradually spread to all lines of business.

So far as Washington is concerned, the next move in the price battle appears to be up to the Congress and concerns the question of whether the life of OPA and its price controls will be extended beyond June 30, when, under the existing statute, they would otherwise expire. Unless affirmative action is taken on the legislation now pending, OPA will be forced to give up the fight.

Prevailing opinion in the capital is that Congress will act to extend the controls, but there are a number of questions as to the conditions and limitations under which they may be extended and all of these should be resolved as soon as possible.

Sentiment in the shoe trade, as expressed in the official action of a number of associations, appears to favor extension of OPA and the price controls. "Under today's conditions," said the National Shoe Retailers Association in its Official Bulletin for March, "under the conditions that can be anticipated for the next six to twelve months, some semblance of control must be maintained. Shoe retailers recognize the defects and liabilities of OPA regulation as a means of bridging the interval between war and postwar operations, but the danger of removing price controls abruptly can be plain to anyone who examines the record of an earlier period—1918 through 1921. . . . Potentially conditions today are more dangerous than in 1919 because demand for goods is relatively greater, purchasing power and liquid resources have shown greater expansion and, above all, the pipelines must still be filled. With price control in effect, the retailer has a hard row to hoe; it need not take much imagination to visualize the consequences, temporarily, if ceilings were voided. Shoe retailers simply do not have the price of admission for a free-for-all in the price arena."

That doesn't mean that the association or the majority of shoe retailers favor the extension of existing price controls in their entirety. The Central Council of National Retail Associations, of which NSRA is a member, has gone on record in favor of four important changes, namely elimination of all controls that hamper production, including the MAP regulation; granting producers an opportunity to manufacture goods of prewar quality at a profit; adoption of realistic incentive pricing programs to stimulate low-priced production, and discarding of the so-called cost absorption principle. Those recommendations are sound, reasonable and realistic. They should be included in any measure the Congress may adopt to extend the life of the Office of Price Administration, as should also a clause providing for the progressive lifting of price controls on different commodities as soon as the supply situation affecting any commodity reaches a point where competition can reasonably be counted on to operate as a regulator.

ABOVE all it is to be hoped that the Congress will reach its decision without undue delay. For unless there is prompt action to clear away all doubts and uncertainties as to the future of OPA and price controls, production and distribution of merchandise that is greatly needed will be further impeded and delayed. Any prospect, however remote, of a sharp increase in prices a few months from now would create an incentive to ease up on production and shipments which some producers would be unable to resist.

Any slowdown in production or distribution at this juncture, whether caused by strikes, impractical OPA price regulations or Congressional delay in deciding the price pattern for the future, must inevitably delay

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CUSHIONING COMFORT

and flexibility, too . . .

DAREX INSOLES

Quality-minded women are aware of cushioning comfort underfoot because of their recent and pleasurable experiences with the platform-type shoe and the play shoe. This experience is one they want to repeat in whatever type of shoe they choose—and Darex Insoles will give it to them.

DEWEY AND ALMY CHEMICAL CO.
CAMBRIDGE 40, MASS.
MONTREAL 32, CANADA

ROMANCE in Shoes MUST RETURN

Footwear Fashions Need to Be Glorified and Co-ordinated with Correct Accessories, says Philadelphia Shoe Man.

by
S. B. POMERANS

MURRAY S. ROLFE,
General Manager of Dalsimer's, Philadelphia, Pa.

"THE romance that used to be seen in shoe merchandising must return," says Murray S. Rolfe, general manager of Dalsimer's in Philadelphia, Pa., a family shoe store which has kept pace with today's trends in retailing and is busily perfecting new plans for tomorrow. "From a fashion point of view, there must be more intelligent co-ordination between shoes and shoe accessories, such as bags, hose and dress belts."

Mr. Rolfe points out that shoes, as a basic factor of a smart woman's outfit, cannot be sold by "parrot talk." Salespeople who now greet shoe customers with "What size, please?" will require training in the principles of salesmanship and shoe fitting. Internal management of every shoe store should take

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These six ads typify the Dalsimer policy of advertising one style at a time, giving each shoe the opportunity to establish itself in customers' minds.

Vibrantly sophisticated shoes styled for that ultra market . . . the "coke crowd" Joy Teens, by Joy Shoemakers of St. Louis will stop em and hit new sales highs. See this winning line of all leather flats, ballerinas and other fashions that'll make your store the talk of the town! Sizes 3½ to 9. Write or wire . . . our representative will get in touch with you.

See Joy Teens at all the Shoe Shows:

St. Louis, Mo.	March 30 to April 4
New York, N. Y.	April 1 to April 6
Augusta, Ga.	May 5 to May 9
Boston, Mass.	April 7 to April 11
Dallas, Tex.	May 6 to May 9

Guaranteed by Good Housekeeping

joy shoemakers, inc. st. louis, mo.

FACTORY AND SHOWROOM: SAINT LOUIS, 608 N. 21st • NEW YORK • MARBRIDGE BLDG. • LOS ANGELES • HAAS BLDG.

EVALUATING Spring Leather Colors

With the Use of Colors So Drastically Curtailed This Spring, Novelty Colors Have Become a Rare and Precious Commodity, While Basic Shades Also Meet an Urgent Demand.

by ELEANOR RUTLEDGE

Above: Its front strap suggestive of the popular thong sandal, this low heel, closed toe casual . . . sturdy but soft . . . looks very new and smart in cocoa brown crushed kidskin. Below it, fresh and Springlike, a high style, sandalized d'Orsay pump with nailheads highlighting the attractive new cream shade and soft rich surface of the crushed kidskin.

IN selecting Spring colors for women's shoes, the Joint Shoe and Leather Committee chose eleven colors, thus expressing their optimistic belief that there would be greater freedom and capacity to produce than has actually proved to be the case. As a result of continuing difficulties and limitations, shoe production has been confined almost entirely to the basic colors . . . black, navy, town brown, the tan shades and white.

In one or two instances tanners who in the past have been style leaders in introducing new colors and tannages have maintained their prestige this Spring by providing their customers with cocoa, cream, saddle, a lighter and brighter blue than navy, and with red and green. The importance of these new colors cannot be measured by volume figures in pairage; they must be judged in another, more intangible way, as prestige and morale builders.

Tanners who have adopted the policy of keeping up the style interest in novelty colors through this difficult transition period are rendering a vital service to the industry. On the other hand, tanners who are putting all their production into the sorely needed basic shades are meeting a demand which is essential to keeping shoes on people's feet.

Both types will sell to the last pair of shoes, those made in the novelty style shades and those in the basic colors. Many customers will still go hungry, for colors have been styled right for Spring clothes where neutrals have such an important role and the tanners have done such a superb job with available leathers and production facilities.

Graceful heart-shaped throatline and thick ornamented platform sole give drama to this Spring pump in glistening black patent leather.

Large architectural ornament, nailheads and platform sole make dashing style for dress suit shoe in Balenciaga suede, popular beige neutral.

Well-tailored pump with closed quarter, wall last, medium heel and square bow . . . softly handled . . . ideal suit shoe in polished calfskin. Below it, a very feminine, high heel d'Orsay sling pump with shirred, curved ornament, nailhead trimmed, in gleaming calfskin.

The Kind of Letter We've Written Hundreds of Times

DUNN AND McCARTHY INC.

MANUFACTURERS OF *Enna Jettick* SHOES · AUBURN, N. Y.

Dear Mr. Merchant:

Many thanks to you for your letter asking for an ENNA JETTICK franchise. There will be spots where an ENNA JETTICK franchise will be available, but not right now—and here's why:

THE WAR HAS TAKEN A LOT OUT OF US

It has deprived us of our ability to serve dealers as in normal times. It has taken our nationally famous Stock Department, from which we used to ship every order better than ninety-eight per cent complete the same day it was received, and it has cut deeply into our factory production. Early in the war period our stock of better than a million pairs of ENNA JETTICK shoes was shipped on an equitable basis to our old customers in a desperate effort to keep them supplied. Our factories, hampered by shortages of every kind, are now started on the long road back to normal production.

BUT THE WAR HAS NOT TAKEN

our integrity as shoe makers or our sense of fair dealing. We have never wavered in our decision to confine our entire efforts to serving our old customers or not to sacrifice quality for the benefit of greater production or profit. This will continue to be our policy. Until we are able to adequately service our current customers, we will be unable to sell new accounts.

AND WE ARE MORE SURE THAN EVER

that this long-standing policy of not taking it out of our shoes, our customers or our friends is the right one. Today our reputation for square dealing and as makers of honest shoe values is stronger than ever.

THE PRESENT CRITICAL SITUATION IS BOUND TO IMPROVE

We believe it will be a slow but sure process. A large number of merchants have contacted us stating their desire to carry ENNA JETTICKS, and there are undoubtedly many more with the same thought who have not been in touch with us. We deeply appreciate the regard for our product which has prompted this interest in securing an ENNA JETTICK franchise. Until we are able to adequately service our current customers, we feel obliged to continue our policy of serving only current accounts. However, we look forward to the day, (and hope it won't be in the too distant future), when our salesmen can again travel their territories in a regular manner and say, "We have been given the green light—let's go! ENNA JETTICKS—America's Smartest Walking Shoes—are setting the pace."

Very truly yours,

Jack Gorman

JACK GORMAN
Vice Pres. & Gen. Sales Mgr.

JTG:EP

AMERICA'S SMARTEST WALKING SHOES GO PLACES COMFORTABLY

Lightness, Sparkle, Grace

GLAMOUR THEMES for Early Fall . . .

the war, limitations and regulations interfered with this normal cycle. Today, although many of these limitations continue, important changes are in the wind.

Nowhere has the sense of limitation been more strongly felt than in the shoe industry. In spite of continuing shortages and difficulties, however, the creative minds of the industry are continually at work. They may not be able to introduce the new silhouettes they have dreamed up but, in the meantime, they can keep their minds open to change. They can—and do—introduce new vamp treatments, new ornaments and jewels, new platform heights, new strap detailings.

For dressy shoes, such as the styles illustrated here, the greatest demand is, of course, for suede. Black

[TURN TO PAGE 112, PLEASE]

Sling pump, simple, graceful and elegant in outline. The crystal and jet ornament add brilliance. From Van Arden.

Short black crepe dinner dress with black lace overskirt from Hatie Carnegie's Spring 1946 collection. Very feminine, very glamourous background for these warm weather Fall shoes. Photo courtesy N. Y. Dress Institute.

Flattering foot-foreshortener is this high wedge heel on platform sole, felt cushioned from heel to toe for easy walking. From Cangemi.

FASHION is going through a period of transition. You see the trend everywhere . . . in clothes, hats, hairdos and shoes. Every normal season sees new styles but every few years a more radical change occurs. A style that has been gradually evolving—limited at first to very high style merchandise—emerges as a full-fledged leader with a large following. During

In New Silhouettes . . . Necessarily Limited in Number . . . New Treatments, Ornaments, Platform and Heel Heights; Quality Manufacturers Maintain Style Prestige.

by ELEANOR RUTLEDGE

Closed back and opened-up vamp give Fall look to this pump on 16/8 heel. From Zuckerman & Fox.

Pretty airy pump with graceful curved ornament for women who want shoes trimmed. From John Marino.

Right:
Smart, dressy shoe for early Fall wear. Delman.

Another closed back shoe with open toe in d'Orsay silhouette. Patent underlay gives sparkle to vamp. From Fox Shoe Mfg. Co.

Advance Fall Openings
By Quality Women's Shoe Manufacturers
Week of April 1, 1946
NEW YORK

Above:
There is styling timed to warm early Fall days in this sling pump with open-work vamp. From I. Miller.

Above:
This opend up shoe on 27½/8 heel with closed toe expresses new feeling for more closed toes. From Royal Footwear.

Gold kid encrusted with multi-color stones gives richness to this Fall evening sandal. From Jerro.

Contrast piping accentuates the curves of vamp and strap in this sandal adapted to many uses. Mackey-Star

Customcraft

Retail Advertising Index

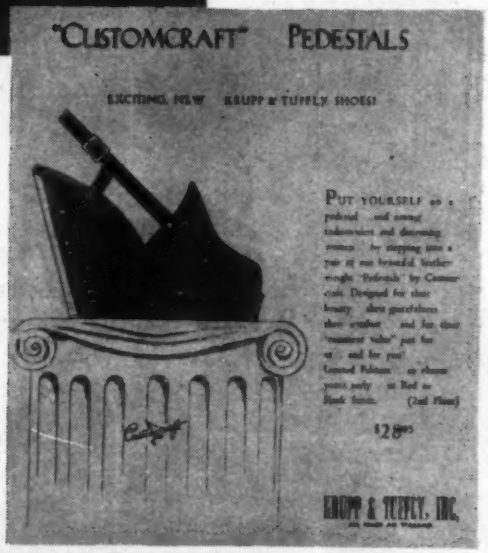
Women's Branded Shoes in Daily Newspapers In Cities of 100,000 or Over Dec. 23-29, 1945

(Figures by The Advertising Checking Bureau, Inc.)

Brand	Lines
Customcraft	7,248
Gold Cross	6,429
Joyce	5,050
Palter De Liso	4,668
Capezio	4,592
Naturalizer	4,237
Oomphies	4,228
Sandler of Boston	3,998
Cangemi	3,538
I. Miller	2,574
Arch Preserver	2,347
Style Eez	2,246
Penaljo	2,183
Pandora	2,057

Feb. 3-9, 1946

Brand	Lines
Sandler of Boston	13,995
I. Miller	13,304
Gold Cross	11,879
Customcraft	10,914
Mademoiselle	10,299
Naturalizer	9,374
Rhythm Step	8,987
Connie	7,663
Joyce	7,039
De Liso Deb	5,973
Laird Schober	5,877
Paramount	5,876
Palter De Liso	5,804
Walk Over	5,389
Marquise Original	4,997
Florsheim	4,902



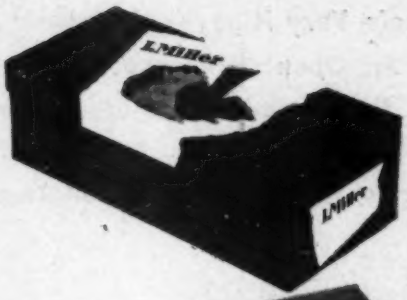
Partners in Prestige

Check the published record of our Partners in Prestige. There are numerous reasons why America's finest stores advertise Customcraft originals in newspapers and national magazines in preference to other brands. Influential stores consider Customcraft a prize asset in their quality shoe merchandising plans.

She Walks in Confidence Who
Walks in CUSTOMCRAFT Originals.

Customcraft
ORIGINALS

SCHWARTZ & BENJAMIN, INC. · 842 BROADWAY · NEW YORK 3



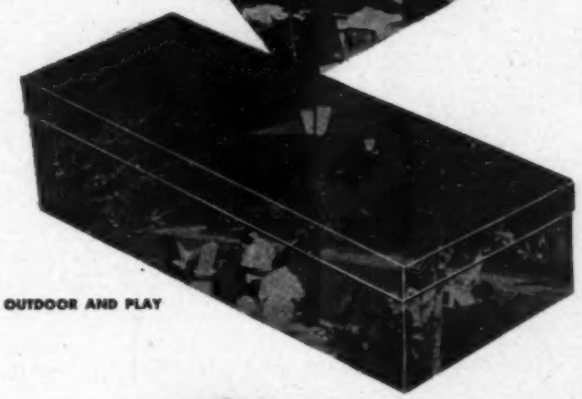
An Answer

To The American Woman

To the smart woman who desires I. Miller shoes and wants an I. Miller shoe for every occasion to wear with every type of costume in her wardrobe—

I. Miller answers her need with an expanded factory plan to make street and dress shoes, indoor and evening slippers, play and casual shoes, spectator, sports, and country shoes. In the near future, the American woman will have a shoe smartly styled for her every activity. Always at a sound value with the enviable quality associated with I. Miller.

SPORT AND SPECTATOR



OUTDOOR AND PLAY

INDOOR AND EVENING

STREET AND DRESS

I. MILLER

LONG ISLAND CITY, NEW YORK

This smart three-piece costume in fine Sawyer Regan tweed. Royal blue and grey stripes in the top coat and jacket. Plain grey in the skirt. Perfect foil for shoes illustrated. Hat by John Frederics.

Many MOODS EXPRESSED In Daytime SHOES For FALL

Heels, Very High, or Very Low; Patterns, Open or Closed; Ornaments or Unadorned Simplicity; Mannish Extension Soles or Feminine Platforms; All Show Desire for Change.

THESE differing style opinions appear more distinctly in daytime than in formal shoes where the strong trend is still toward very open patterns on high heels. (It should be noted, however, that a few style leaders are emphasizing more than ever dressy shoes on flat heels.) But in these tailored and daytime shoes there is no longer any question regarding the place of flats and low heels up to 14/8. An increasing number of such shoes is being made. The more urgent need is now growing to be that of the next higher heels—16/8, 17/8 and 18/8. (Here, too, makers of dressier types are recognizing a growing demand.)

At the same time that more of these medium heel heights—14/8 to 18/8—are being used, another need should be met. Women are asking for these heels on closed patterns. We hear the cry, "Where can I get a closed shoe on a medium heel?" Up to now many manufacturers and retailers have refused to recognize the urgency of this appeal and its importance in terms of volume of business. Just now, when "anything sells" they

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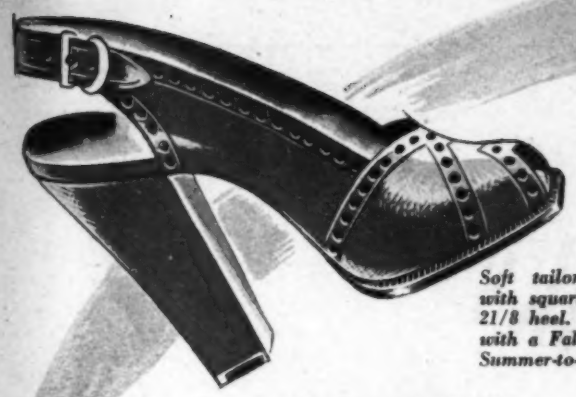
NEW YORK QUALITY SHOE MAKERS
Will Show Styles for Early Fall
Week of April 1, 1946

Smart tailored sling pump with lace-stitched shield ornament indicative of trend to closed toes and square extension soles. From Palter DeLiso.



Soft tailoring in this pump with square extension sole and 21/8 heel. Light and airy but with a Fall look, designed for Summer-to-Fall days. M. Wolf.

Other ways of softening and lightening tailored shoes for early Fall illustrated in this pump with feminine square bow and flower-shaped cut-outs. From Newton-Elkin.

Outstanding example, this stepin on 7/8 heel, of mounting importance of flats. High-riding front, round full last and closed toe illustrate other strong trends. From Grossman.

Youthful round last, flattering d'Orsay-line and square extension sole give style distinction to this spectator sling pump. From Schwartz & Benjamin.

The simplicity of this untrimmed d'Orsay pump is dramatized by the surface interest in leather and high rocker bottom sole. Andrew Geller.

Above
Emphasizing strong trends for Fall . . . low heels, closed patterns with a ballet look, feminine treatments . . . this pump on 12/8 heel meets important need. La Valle.

Untrimmed sling pump in patent leather to add sparkle to early Fall costumes. Heavier platform sole accents extreme simplicity of shoe. From Pincus & Tobias.

The Nation Walks Gratefully In

Pedemodes

...and Gracefully Too

GROSSMAN'S SHOES

DEKALB AND GRAND AVENUES

Pedemode
Feminine Footwear

Incorporated

BROOKLYN 5, NEW YORK

THE CREST OF QUALITY

Mackey HAND MADE Starr

THE STAMP OF SUPERB STYLING

56-58 WEST 22ND STREET

Originality in Design

Perfection in Workmanship

Combine to give every pair

that Royal Look...

Topaz

IT'S A *Dale* CREIGHTON ORIGINAL, OF COURSE

DESIGNED BY IRVING BERKOWITZ

Discerning retailers of fine, high-fashion footwear quickly note in the distinctive appearance of these shoes a *new* quality to which they have come to refer as that *"Royal Look"*. Rare as a jewel of great price, this characteristic is evident in *all* Royal creations and its reason for being there is indeed a *simple* one. It is the happy combination of originality in designing genius and the most painstaking attention to detail in working these designs in beautiful materials into the finished shoe. Naturally then, every Royal pattern enhances the beauty of the human foot, making it a joy to behold.

ROYAL FOOTWEAR COMPANY, 54 BLEECKER STREET, NEW YORK 12, N. Y.

Bring Back the Drifters!

EVERY shoe dealer knows that during the war there were plenty of reasons why customers were lost. Insufficient stock, labor shortages and resulting poor service took their toll, and changed wartime living took many small customers out of the prospect field. But now shoe dealers are turning their thoughts to old customers who have drifted away, with the realization that a customer regained is a builder of good will, as well as money in the bank.

Following are ways to help bring back old customers.

1. For the customer who simply forgot about you, the solution is simply to bring yourself to his attention again. A personal telephone call is often effective, followed by a personal letter. Simply explain that during the past few months you have missed his valued business; use the positive approach; invite him to call at the store, or take advantage of some special service which you are offering.

2. To bring back customers lost through inadequate contacts during the period of too little help, begin immediately to make calls on them. Give them the attention they crave; show you are geinuinely interested in them.

3. Special consideration should be given to customers who left you because of faulty adjustment methods, following a late delivery, a rude salesperson, etc. First, learn the true cause of their leaving you. Treat each case individually. In every case, some sort of apology is needed. Second, make the customer feel satisfied about the matter. You may have to make some concessions that may cost a little money, but often a good customer will pay many times over in extra business the cost of winning him back.

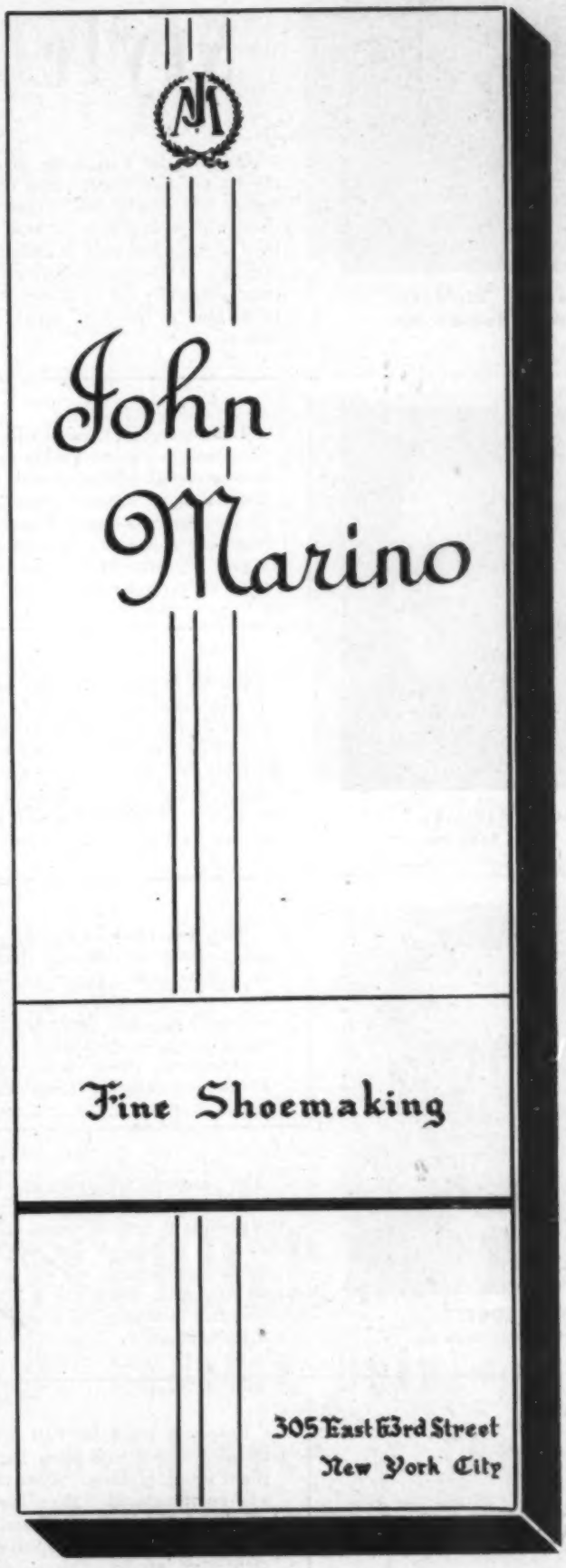
4. If a customer has left because the offers of competitors become too attractive, it is necessary for you to sell yourself all over again, to make him feel that you have the best service and merchandise for the price offered. Basically, the only way to win over competition is to convince the customer that you can offer what is best for him in service, ideas, help, if not actually money.

5. Personality clashes at a time when nerves were frayed and torn by the worries of war, may have lost certain customers. Regaining them requires a tactful contact, perhaps an apology, and an invitation to resume negotiations.

6. Differences over credit occasionally caused customer loss during wartime. Rentention of a customer did not seem important enough to bother with the man slow to pay, or with a small account unsettled. But if now you consider an account valuable enough to warrant attention, state your case on the basis of "now we are again able to take care of our customers in the way we used to."

These are the basic customer-loss problems of the average shoe dealer today, together with their solutions. In addition, there are many individual methods that have been used successfully. One shoe dealer gave a prize to the employee bringing back the most lost, strayed or stolen customers; another put on a very successful telephone campaign; another worked at a series of clever letters for a direct mail campaign.

There's a big potential business in the old customers who have drifted away. As conditions change, more merchandise is available, more help can be obtained, go actively after these customers, and bring them back.



Style Notes for Fall

BENJAMIN D. SCHWARTZ
Schwartz & Benjamin, Inc.

New note for Fall is the all-closed-up shoe, especially the plain round throat pump on new last, cross between walled and regular toe, if procurable. Light, opened-up shoes will predominate but with notable increase in closed back pumps. Extremes in heels continue; flats gain. Mannish look in tailored category gains. Black will be biggest color, especially for early dressy types. Town Brown will be as good as last year, perhaps better. Wine should be strong.

IRVING E. GROSSMAN
I. Miller & Sons, Inc.

LOUIS SACHAR
M. Wolf's Sons, Inc.

This coming Fall season will bring a demand for quality shoes with a distinct quality touch in silhouette and shoemaking detail. Designs will be simpler; ornamentation less elaborate. Quality shoes "to go with" wardrobes will be in greater demand. Women will have money to buy several pairs at once. In meeting their need, retailers have a great opportunity to establish the habit of buying all types of wardrobe shoes in the quality field.

JOHN L. JERRO
Jerro Bros.

In order to make deliveries on time we shall use whatever leathers we have on hand for the advance Fall season instead of the 100 per cent suede program we used to have. Platforms will continue to be extremely important. We shall give attention to the dressy types of shoes on 18/8 heels, a wanted type. Flats with 7/8 heel are very much in the picture. I believe the shoe with open toe remains the big shoe for the coming Fall season.

A. H. BOGUTZ
Newton Elkin Shoe Co.

Open toe, open back shoes will continue for Fall because women consider that they give freedom and comfort as well as style. The much smarter closed shoe will be found chiefly in conservative and walking shoes. No new silhouette planned. More low heels will be used. Encouraging buyers to order more in opened-up patterns. Fewer ornaments on street shoes. Lots of sequins and jewels. Platforms continuing if production permits.

S. J. PHILIPSON
Van Arden Shoe Co.

The prospects for producing better shoes are not rosy for Fall. Labor scarcity will improve but materials scarcities promise to become worse. In leathers we expect to be limited to suede, calf and reptiles. In colors black will predominate. Browns will sell well; we never have enough brown for Fall. Shoes will be simpler with less gilt. New silhouettes lacking. The closed shoe will be stronger but not predominant.

Important trend for Fall is a definitely rising demand for closed toes with open back. This trend presents a slight fitting problem. After this season a new silhouette will be introduced. More low-heeled shoes being made, mostly in closed types. Restraint in dressy types for Fall. No platforms. Ornaments will eventually replace platforms as point of interest. Ornaments more important than ever. Women increasingly quality conscious.

on Quality Footwear

SALVATORE CANGEMI
Cangemi, Inc.

The closed back, open toe shoe in a d'Orsay silhouette is an important trend for Fall. Shortages prevent introduction of new things. No flats. Highest heel three and a half inches. Women want dressy shoes. We should put glamour at their feet instead of always at their heads. Ornaments, including nailheads and jewels, still wanted; glamourrous and interchangeable. Wedges and platforms give added comfort if made with a resilient material.

DAN PALTER
Palter DeLiso, Inc.

Ladies' shoes with closed toes . . . not on walled lasts . . . with or without closed backs will be style leaders for Fall. I believe in shoes without bows but a test has proved that women want bows and there's no better fashion than what's made by the acceptance of women. I have confidence in three heel heights—14/8. 18/8 and 21/8. We are bringing back fine detailing in shoes for Fall. Dressier flats a coming fashion.

HERMAN DELMAN
Delman, Inc.

We have a new silhouette for Fall, but it will never take the place of the sling pump. Popular walking heels, 17/8 and 16/8. Platforms continue biggest thing; getting higher. Next three to five years, or longer, public will want better made, higher priced shoes. Women color-minded. Want more shoes, greater variety. Fall evening picture phenomenal. Extension sole extremely popular. Trend to more closed pumps.

BARNEY FOX
Fox Shoe Manufacturing Corp.

There is an increasing number of closed back shoes. Developing some closed toe and back d'Orsay operas on walled last, round toe for Fall. Our d'Orsay one of best fitted in the country. 16/8 heel our lowest. Dressy shoes continue very important. Will use fewer ornaments except on certain types. In colors black predominates. Some Town Brown. Conditions hard this Fall with leather continuing tight.

A RECORDER Survey

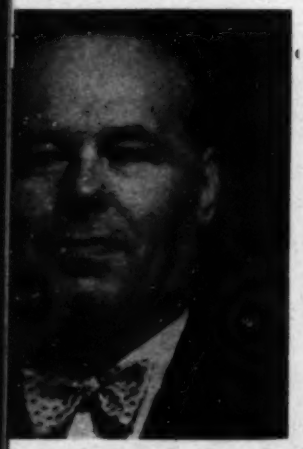
Of Fashion Opinion In Advance of the New York Showings

A RECORDER Survey

JOSEPH STARR
Mackey Starr, Inc.

It is impossible to make a blueprint for Fall, 1946. We must meet the prevailing conditions which do not allow us either to plan ahead or to do lots of things we'd like to do. We must adapt our styling to the times. I have great faith in the ¾ inch platform of which buyers cannot get enough. Treated interestingly, shoes with such platforms do not need ornamentation and this automatically eliminates the fancy shoe.

JOHN MARINO
John Marino, Inc.



MORRIS WOLOCK
Morris Wolock & Co.

Customers are tending toward lower 18/8 heel; also toward extremes. We plan to make evening shoes on ⅞ heel. 27/8 will be our highest. We plan to continue ½ and ¾ inch platforms and add a one inch platform. Shall continue to make open backs and toes; also closed backs with open toes and the reverse. Hard to predict about all-closed shoes. Trend away from ornaments except very unusual ones. Using decorative heels. Will have some new silhouettes.

We shall continue to make only opened-up shoes and don't expect a demand for closed shoes in our type. In heel heights we are continuing with two, 22/8 and 6/8, still equally popular. We are planning a lot of new things but have to wait to see whether we can make them. These shoes will be a brand new type. We plan to use any colors we can get because women are crazy about color. There is no question but that color will sell if you can get it.

CHARLES FOX
Zuckerman & Fox, Inc.

JOHN J. GROSSMAN
Avon Shoe Co., Inc.

The past few years have shown a decided trend towards higher grade shoes. We have found a greater demand for dressy types on a 2 inch heel. This, combined with platforms, gives the comfort of a low heel, the dressy effect of a higher heel. The sling pump will continue as the best selling opened-up shoe. For early Fall we shall introduce a variety of closed back open toe d'Orsay pumps, the forerunners of closed back types.

Keeping interest in fashion fresh and new is the most important thing today, even under such difficult production conditions. We *will* have new shoes. New silhouettes are not necessary but we must give a new look to our basic types and quality must be maintained. We can get away with anything today, but manufacturers who are careless today will suffer the consequences tomorrow. Manufacturers with brand names will have to eat their mistakes.

MONROE GELLER
Andrew Geller Shoe Manufacturing Co., Inc.

Looking towards the Fall season, we feel a new obligation to our retailers and the consumer. We must endeavor to integrate new fashion with the increased production which we have achieved since the war. Women want more platforms and clogs; heels very high or very low; new materials; many more reptiles. All of these will be in our Fall line through the addition of new patterns and lasts. Reptiles and platforms will account for 65 per cent of our production.

# of Footwear Fashion Opinion

MORGAN GROSSMAN
Grossmans Shoes, Inc.

Although we find that there has been an increased demand for closed toes and backs, we do not plan to change over to closed shoes. We have made lots of good looking open toes and backs. Closed shoes are too heavy looking except in d'Orsay patterns and on high heels. Orders on flats have increased. We shall have new patterns but no radically new silhouettes. Colors will be very strong if we can get the leathers. I prefer red any day to wine.

DOMINIC LA VALLE
La Valle

The big thing for Fall is the closed shoe. At the same time we expect to go on making slings and open toes. We expect a greater demand for low heels and will make more, but none lower than 12/8. Dressy shoes will be as strong as ever. Ornaments will continue very popular. Higher-riding fronts will continue important. In colors we are looking for anything with promotional possibilities. We shall promote wine if we can get it.

JULES PINCUS
Pincus & Tobias, Inc.

We have always made more closed than open shoes. We do not plan to increase their production. We have three closed shoe lasts, no more than before. We expect to make more low heel shoes, down to 7/8. Our highest heel will be 22/8. We shall use ornaments on dressy shoes. Women will want the fanciest bows. We shall have no new silhouettes. As to color, we should like to use more colors but have no promise that we can get them.

MAX HOROWITZ
Royal Footwear Co.

The biggest thing today is the high . . . 27½/8 . . . heel and platform sole. Seventy-five per cent of our shoes are made on this heel. We also use 8/8, 12/8 and 18/8 heels. Closed toes are coming back a little. Women want open backs with closed toes or the opposite, but open backs are favorites. As to colors and leathers, black and brown suede are always the first choice for Fall dressy shoes. We are working on a number of new patterns.

Today's Leather Story

[CONTINUED FROM PAGE 71]

the rebuilding of livestock capital, will bring back some semblance of normalcy to world trade in the leather-making raw materials such as cattlehides, calfskins, goatskins and sheepskins. Temporarily, however, the major importing nations have voluntarily cooperated to limit their imports under the over-all control of an international body. At the beginning of 1946 the International Hides, Skins and Leather Committee was established to continue the wartime function of the Combined Raw Materials Board on a much wider basis. The primary tasks of the International Committee are the allocation of world supplies, the rationing of internationally wanted goods.

U. S. participation in world hide and skin controls, which have been retained as a defense against market eruptions, precludes any great expansion of imports by this country. Unless supply in world markets improves radically during 1946, any significant increase in imports by the United States appears unlikely.

Cattlehide Leathers—Perhaps the brightest sector of the leather picture, and it is no rainbow, is the supply of cattlehide leather. Providence has favored this country with huge herds reaching an all-time peak of more than 82 million head in 1944 and which have been only slightly reduced in the past two years. With a near record number of cattle in the country it is fairly safe assumption that the domestic supply of hides and calfskins in the United States will be well maintained during 1946. Present appraisals of slaughter may have to be modified in the light of Government policy regarding the feeding of grain to livestock because if general measures are taken to curtail the amount of grain employed in fattening cattle and hogs, the tanning and shoe industries will benefit at least in 1946 by a greater than expected slaughter. Fewer animals would be withheld to accumulate the weight which yields prime steaks or roasts and more would be shipped to market at an earlier date.

In January the packing house strike seriously interrupted operations of almost all large meat establishments and reduced the flow of hides to tanneries in the following month. However, the strike interruption was temporary and it is felt that output within the next few months will offset the slaughter lost in January. According to present estimates there should become available to U. S. tanners approximately 22 million hides from domestic sources in 1946. Only a few hides will be imported, from present indications, and maximum supply may not exceed 22,500,000 hides. How does this figure compare with the supply data in former years? The fact is that it represents a high level, substantially greater than supplies moving into sight in prewar years. It is significant that in none of the five years prior to 1941 did the total annual supply of cattlehides exceed 20 million and averaged only 18,500,000. U. S. cattlehide tanners will therefore be able to operate during the current year at a materially better level than prior to the war. With the manpower problem disappearing there seems to be no doubt that all available raw material can and will be processed.

The two principal types of leather produced from cattlehides are sole and side upper, and production of both types in 1946 will tend to equal total quantities made during the preceding year. In 1946 sole leather tanneries will produce approximately 17 million sides of leather, which would compare with a prewar average of 15,340,000 sides. The most spectacular gain in production, contrasted with the prewar period, is in cattle upper leather which will probably reach a total of close to 30 million sides this year. In the prewar years the corresponding figure averaged only 22 million sides. When it is considered that each side of cattlehide upper leather represents close to 18 feet, the expanded output of the nation's side leather plants reflects a huge increase in upper leather footage.

The significance of the projected output in both sole and side upper leathers is heightened by taking account of the tremendous quantities which were consumed for military footwear until September, 1945. In the first nine months of last year almost 40 per cent of all sole

[TURN TO PAGE 104, PLEASE]

BOONDOCKERS
Trade Mark Reg.

Review of the Retail Trade

STEADY BUYING IN BOSTON STORES

DESPITE persistent Winter weather, Spring shoe buying opened up strongly in Boston during the last two weeks of February and, during the first week in March, at least, showed no signs of diminishing. It was not, however, a buying splurge—rather a steady day-in-and-out demand. To date, black in patent, suede and smooth leathers has accounted for the major portion of all sales, and the trend toward closed backs and even closed toes is still manifest. Navy blue, red and a few whites are being bought in limited quantities.

The Walk-Over Tremont Street store, in addition to a generous display of blacks, recently has been showing two-tone saddle oxfords of white and tan in both crushed grain and smooth leathers; red sling pumps, also in crushed grain leather; and brown monk-pattern oxfords and brown two-eyelet, blucher-cut oxfords for women. These walking types have had a ready sale.

Novelties being pushed at the Wilbar store include black doeskin sandals and pump types with platform soles, some of which are decorated with brass nailheads and others of which have the same type of decoration worked out in nailheads which give a multi-color effect. Other novelties are sandals of red patent and spectator pumps in red and white.

Red suede sandals with wedge heels and platform soles are featured at the Arlace store, and a drive for extra business is being made on plastic throat ornaments for wear with patent leather pumps. Some of these ornaments, all of them bow-shaped, are decorated with hand-painted designs in a wide range of colors; others carry a decorative effect achieved by the use of multi-color beads attached to the plastic surface by adhesive.

C. Crawford Hollidge, high-grade women's specialty store, also on Tremont Street, detecting a demand for navy blue shoes, recently filled one entire window with models wearing Spring suits with which were displayed navy blue footwear in smooth kid, suede, reptile prints and even in gabardine. Patterns included pumps, sandals and oxfords.

The Sterling shoe store on Temple Place, where more conservative types are sold in the largest volume, find that their customers are demanding more and more black shoes with a few buying blue. Black calf oxfords and patent leather pumps are the best sellers while, in a slightly higher-style line, combinations of gabardine and smooth black leather are popular.

Department store sales figures, recently released by the Federal Reserve Bank of Boston, show that 1945 sales of women's and children's shoes in 1945 were 16 per cent above those in 1944; and that men's and boys' shoe sales gained 26 per cent.

* * *

MEN'S SALES UP IN NEW YORK

BOTH men's and women's stores in New York have broken sales records for February, a traditionally slow month. Some men's retailers report sales up 100 to 125 per cent over February, 1945. Others broke December and January sales records. Shipments of men's shoes are showing improvement according to some dealers, but inventories continue to show a loss in the face of strong demand. Stocks are from one-quarter to one-sixth of normal, men's dealers report.

There is a strong trend toward a broad toe and wide last in men's footwear. Frequently, men buy narrower types only when convinced that brogue types are not available. Although there is a greater than normal demand for black, browns and tans are the most popular colors with a preference for a dark finish.

Men are asking for suedes in sport types. One dealer reported a limited supply of two-eyelet brown suedes and suede tip and fox alligators which disappeared so fast "they seemed to walk out of the store." Summer casuals are selling well, and men are buying the new platform casual type when they can find it.

Many men are buying footwear sight unseen, according to some dealers. Rather than shop from store to store, men are placing a deposit on shoes prior to arrival, or on a specific type in which the dealer can't immediately supply the proper fit. A substantial portion of the shipment is in this way committed before leaving the factory. Retailers engaged in this practice are trying to keep it within reasonable limits.

The biggest seller in women's footwear remains the open, airy shoe in patent leather. With the advent of Spring, dealers report increased sales of play shoes and casual models. Suedes, especially in navy blue, are still scarce.

Gray suede in two high style patterns was featured in this ad by Wilbar's in Boston, Mass.

* * *

SALES HIGH IN SAN FRANCISCO

RETAIL sales in San Francisco are continuing at a high level. Reports for the first two months of the year indicate sales increases in many stores of from five to fifteen per cent over the same period last year. Some merchants state that they could do even more if they could get the merchandise they wanted. The expected slump due to several large strikes during the early part of January and February did not materialize, and buying power shows no signs of lessening.

Spring and vacation merchandise is being shown and is bringing a good sales response. Popular showings include kidskin sandals in black, white, navy, green and red; tinted fawn yellow Indian deerskin wedgies; woven wedge-sandals of sisal fibre decorated with bright tropical flowers;

Review of the Retail Trade

and attractive raffia wedges with embroidered floral designs in red, tweed, black and shell pink, and woodland green and maize combinations.

Sommer & Kaufmann had a clever South Seas window in their Market Street store. Around a background of four bright colored paintings of South Seas scenes were interspersed fishermen's nets, sea shells, and star fish, with a foreground display of straw-type shoes in red, brown, green, natural, and mixed colors with matching straw bags. Another window had a solid black background with a seated model dressed in black wearing blonde casual shoes that stood out in sharp contrast.

Frank Werner has been featuring casual types in a variety of prices; also tweed snake pumps with matching bags.

The C. H. Baker store is celebrating its 46th Anniversary. A series of

sketches of San Francisco scenes of early days decorate the window backgrounds, with clever cutouts of women dressed in the styles of 1900. Prominently featured are bright cherry coke patent pumps and bags.

Frank More, Inc., is showing a large line of novelty shoes in color combinations of green and yellow, black and pink, tan and natural, with matching accessories.

All indications point to a record Spring business according to reports from both department and independent stores.

* * *

DEMAND FOR CHILDREN'S SHOES UP IN CHICAGO

WITH two school holidays in February, children's shoe stores and departments in Chicago experienced sizable inroads on their stocks. All ages and sizes came after shoes, with perhaps slightly greater demand from the high school crowd. For these most stores were able to offer a fair variety including saddle oxfords, moccasins, two-tone spectators, loafers and ballet types. For the younger ages, sturdy oxfords were sought for school wear, with some activity also on dressy slippers of patent.

Mandel Brothers in Chicago offered genuine reptiles from South America in a variety of colors.

In women's shoes an impetus has been given to the demand for navy calf by ads of Field's highlighting this popular Spring color. These were featured in arch support shoes and met with excellent customer response. Flats of all varieties still attract enormous retail attention everywhere. The extension sole on pumps and slings is a recent novelty that is much in favor. Suedes are consistently featured at O'Connor & Goldberg, at practically all prices and their popularity is to be seen in the large number of sales at all their shops. "Barefoot" types, with widely cut out toe sections, single broad straps across the vamp in asymmetric treatment, and, of course, sling backs, are favored in all price brackets.

Bright reptiles are exceedingly popular and are available in many stores in a variety of styles and colors. Red continues as the best seller, although greens are offered as well. Alligator, lizard and cobra are featured in all the specialty shops, usually with matching accessories such as bags and belts.

Platforms seem increasingly popular as more and newer varieties are introduced. Saks recently introduced a new construction which allows for greater flexibility in movement. Across the ball of the foot the platform is split and a gore of elastic is inserted. A wide variety of types is shown on this basic construction: snakeskin sling-backs with contrasting colored platforms, black with beige, navy with red, black with red. Very open sandals for warm weather wear are also featured in these new platforms, the vamps formed of narrow strippings of snakeskin caught with matching rings. Platforms are also among the best sellers in all price brackets. Smart suedes in very open Summer types are shown with bright green or red leather platforms. Very high platforms in dressy types use nailheads and sequins as trim. Bronze plastic shoes with matching handbag caused much comment when shown in O'Connor & Goldberg's Bootery window recently.

* * *

ST. LOUIS STOCKS EXTREMELY LOW

RETAIL shoe promotion in St. Louis is going through a Winter-Spring interim lull. What had been expected to be a brisk pick-up in deliveries materialized as a slump, because the recent 30-day truck strike interrupted manufacture. Receipts are improving now, however, although stocks are lower than ever before.

In women's high style shoes, black in extremely high and low heels is still in the forefront, with the sling pump showing no signs of losing favor Dealers say platforms are winning unexpected acceptance for street wear, especially the moderately to heavily decorated styles. In numbers, of course, they are in the minority, but there can be no doubt that they are catching on better now than they did several years ago.

An interesting merchandising trend

is the marked attention store proprietors are paying to the use their employees make of that nearly-forgotten commodity—courtesy. Most now can foresee the day when competition again will enter the shoe business, and they realize that salespeople have slipped away from the principle that the customer is always right. Hence salesmen are being reminded that courtesy and helpfulness are virtues the customer appreciates and soon will expect. At least one store has put on a full-fledged retraining program for its entire personnel, weeding out those who seem to think it will always be a seller's market.

They're worth their WAIT in GOLD

And the play on words "They're worth your WAIT in Gold" is more than just a "clever" advertising slogan. For, if you could see the hundreds of letters we receive each and every week from men who write: "I want to be TALLER. Where can I buy 'ELEVATORS'?", you'd realize in just the time it takes to raise a surprised eyebrow, that our mail bags will become your gold bags as soon as we are able to catch up with ourselves. And, when that happy day rolls around, watch your sales "get a lift". We regret that, right now, we just can't take on any new accounts. Our regular accounts are receiving and will continue to receive our entire production to enable them to replenish their practically depleted stocks. However, we look forward to the day when we will be able not only to satisfy the demands of our regular customers, but also to accept new business. Remember, men in all walks of life know "The thrill of being TALLER is worth waiting for." That's why "ELEVATORS" Height-Increasing Shoes are worth your WAIT in gold.

ELEVATORS*
TRADE MARK
HEIGHT-INCREASING SHOES
"YOUR PERSONAL PEDESTAL"
De Luxe Grade
*TRADE MARK OF STONE-TARLOW CO., INC.

A WORD ABOUT "ELEVATORS" DE LUXE . . .

With fine leathers once again available . . . with more skilled craftsmen returning to their work benches . . . we are now producing the acme of shoe perfection "ELEVATORS" DeLuxe.

STONE-TARLOW CO., INC. *BROCKTON 68, MASS.*

Review of the Retail Trade

Dealers too are taking a new interest in population and buyer statistics — for instance, the National Shoe Manufacturers' Association estimate that 23 per cent of the people in this country own only one pair of shoes; the Census Bureau's estimate that there are now better than 26,800,000 families in the United States, up more than 80 per cent since 1910; the Thompson Company's prediction that with more workers turning to service and distribution lines, there will be an increased opportunity for high-quality dealers, better sales personnel and better services.

Despite military withdrawals, the populations of cities over 100,000 have

increased nearly 3 per cent over prewar numbers, accounted for almost entirely by the migration of women from rural areas. The birth and growth rate is creating more potential customers than death is eliminating. Employment and age-group forecasts indicate that more people will have more time and more money to indulge in selective buying than in any other peacetime period.

Thus, retailers believe, great opportunity lies ahead, but it is going to take great enterprise to make the most of it. Customers will have to be resold on the store they continue to patronize; thousands of newcomer consumers who never heard of the store before will have to be told about it; footwear buyers will demand better service.

In the continuing absence of adequate shoe stocks to promote with advertising, today's only starting point on this problem, they feel, is a refresher course for employees on the old-fashioned tenets of simple selling courtesy. And judging by the talk heard among retailers, this starting point is being used widely.

* * *

SPRING SHOES WANTED IN TWIN CITY STORES

Minneapolis

SHOE salons report good sales of Spring shoes. Browns are good, but black, in these early sales, holds first place. Low and high heels are about evenly divided in popularity.

John W. Thomas & Co. showed many styles of pumps. One was a sling back with pinpoint perforations in black patent or brown calf. Genuine Calcutta lizard in matched skins, made up in tailored fringed pumps, in black or brown, were well liked. A cut-out sling pump in red calf was suggested with Spring navy blues and blacks. A group of open-toed pumps, some in sling backs, in black and in color sold well. A Turf-tan or black calfskin pump in a "softee" type, with a flat tongue for ornament found many buyers.

Roy H. Bjorkman showed a wedge with platform sole and nailheads, to complement a smart suit or afternoon frock. in red, blue or Turftan calf and in black or cocoa beige suede and black patent leather. Contrasting with this type were two very popular high-heeled styles—one a naked sandal, and the other a butterfly draped bow sling pump.

Napier showed a basic black patent with a touch of gold around the sole in nailheads and around a rosette.

A new natural shade shown in suede was a Spring note promoted at Schuneman's, St. Paul, Minn.

This shoe was recommended for either suit or print or plain dresses to add a touch of chic. Another nailhead platform shoe was fashioned of baby calf.

The new shoe salon of Young Quinlan showed a multiplicity of styles, all smart and all recommended for comfort. There were street shoes in calf and in alligator. Sandals in colored snakeskin sold well. There was much nailhead trim in both low heels in street shoes and in platform pumps.

C. M. Stendal featured three distinct types. Sling back wedges in black gabardine and another wedge type with gold nailheads in black gabardine caught the fancy of patrons of the store. Bracelet sandals in black, blue and red calf, black patent and black doeskin, with high heels sold well.

Baker's featured matching bags and shoes. A platina lizard shoe and bag, with the shoes in two styles—one with cross toe and medium heel and the other with flat folded toe and high heel—were popular.

Pumps and sandals in alligator and in snakeskin were featured at Maurice L. Rothschild. Both styles were conservative.

* * *

St. Paul

SMARTNESS of design was featured in a group of black patent leathers at Schuneman's. Low and high heels were featured in both sling and closed models in pumps and sandals.

Square gold-studded or shining circlets adorned several styles. One style high in favor was in black suede with three-fourths inch nailhead platform. Another was a black patent sling pump with studs along the platform. A black platform gabardine pump had an open toe, a fringed fold and studs along the toe.

Casual styles in Turftan in ties, sabot straps, platforms and ballet interpretations have big sale here. Special display section for these shoes helps bring them to the front. Mathing bags and high quality shoes are presented.

[TURN TO PAGE 152, PLEASE]

it's officially spring— the leather of splendor holds its annual show

Springtime's footwear looks young-in-heart through SETON'S patent . . . alive in glow . . . rich in lustre.

Patent leather by SETON also has that quality of tannage which makers of fine shoes would much prefer to use exclusively if supply conditions enabled us to serve their full requirements.

SETON

the name for fine patent leather

SETON LEATHER CO.
tanners for 40 years
NEWARK 4, N. J.

Today's Leather Story

[CONTINUED FROM PAGE 96]

leather and 60 per cent of side leather were channeled into military shoes. At present the Government's requirements are almost nominal, so that all of the leather formerly absorbed by the Services is now flowing into the civilian trade.

Calf and Kip Leathers—The United States normally imports a greater proportion of raw calfskins than it does of its needed cattlehide supplies. While the domestic calf and kid supply is also expected to be well maintained in 1946 by reason of the country's large herds, the outlook for imported raw material is not favorable. Domestic slaughter this year will yield between 15 and 16 million calfskins and kips, fully as many as in 1945, and some two million skins more than the prewar average domestic supply. There is, moreover, a possibility that shortage of feed grain and elimination or modification of livestock feeding subsidies will encourage a heavier movement of calves to market. In that event domestic slaughter may reach a record level.

It is essential that calfskin and kip supply figures be viewed with certain reservations in mind. While the prospective domestic slaughter offers a cheerful comparison with prior years, the increase is all in heavier weights, principally in kips. Last year, for example, it is reported that more kips were tanned for side leather than in any other year on record. Consequently, if four to five million skins of the projected domestic supply are heavy enough for side leather, the quantity of light weight and medium calfskins will not be enlarged. In 1945 production of whole calf and kip leathers approximated 11,600,000 skins, a slight reduction from the prewar average. There is little likelihood that the total can be expanded in 1946 because if domestic supplies should increase, an offsetting decline will probably occur in imports of skins from abroad.

To many manufacturers and retailers the most urgent question of calfskin supplies is the relative availability of light weight leather. The straitened circumstances in which tanners found themselves for light skins last year will improve only moderately in 1946. Foreign skins suitable for light weights and suedes remain conspicuously absent; shipments from New Zealand are minor and European skins have not yet become available. Although a resumption of calfskin imports is a possibility for 1946, the effects would scarcely be felt until late in the year of 1947. Whatever improvement in supply of light weight skins does occur in 1946 will be due primarily to greater slaughter of lighter animals. Elimination of the incentives for heavy feeding of livestock would be reflected in the earlier marketing of calves than during the past two years.

LEATHER PRODUCTION LEVELS

(000 Omitted)	Average*	1945	Prospective, 1946
All Cattlehide** (hides)	21,400	27,500	26,500
Sole Leather (sides)	15,340	17,000	17,000
Side Leather (sides)	22,600	30,800	29,000
Calf and Whole Kip (skins)	12,300	11,600	11,600
Goat and Kid (skins)	40,700	24,031	28,000
All Sheep and Lamb (skins)	32,700	43,800	40,000
Sheep and Lamb Shoe (skins)	10,800	15,500	14,000

* 1936-1940
** Including kip side leather.

Goats and Kids—A comparison of goat and kid leather production in recent months with the data for many previous years provides at least this crumb of comfort: Any change must be for the better. In 1945 the total output of goat and kidskins was only 24 million, whereas prior to 1941, the equivalent production had ranged between 31 and 47 million skins annually.

Practically all goat and kid skins are imported, from India, South America, and Africa. During the war various sources of supply such as the East India and China were cut off entirely while shipments from other areas were reduced. But the best posted observers in the industry believe that 1945 marked a low point and improvement is now in sight.

The general factors influencing world trade in hides and skins are directly pertinent to appraisal of the outlook in goat and kid leather supplies. Foreign needs have mounted since V-J Day and world export surpluses have been allocated by the International Hides, Skins and Leather Committee. With the United States by far the largest goatskin consuming nation, the bulk of foreign shipments are moving to domestic tanneries. In the last quarter of 1945 the quantity of skins purchased under Government control increased appreciably, leading to the opinion that imports in the early months of the current year would permit greater production of kid leather. While this trend has not yet been conclusively established, there is a basis of fact for the view that the low point has been witnessed.

One of the encouraging factors in the goat and kid picture is the growing possibility of a renewed flow of supply from the liberated areas of the Far East. China and the East Indies were important goatskin producing regions in the days before Japanese aggression. When ports are reopened, trade facilities and transport established, raw material from the interior of China and Indonesia will again seek normal export channels. Before 1939 the number of goatskins reaching the United States from both regions averaged somewhat more than

[TURN TO PAGE 118, PLEASE]

Behind what meets the eye...

Your customers have always expected — *and found* "None but the Best" in shoes identified by the Stacy-Adams mark. *They always will.*

As more of the better Brockton shoe workers are reconverted into Stacy-Adams craftsmen . . . as truly fine leathers become more plentiful . . . when the U. S. Navy no longer needs us "standing by" with substantial production — today's inadequate allotments will be *multiplied* as our first obligation.

To those other fine stores who now have no allotment of our shoes, we can only say this: The minute we are able to supply our older accounts adequately, you'll find us both prepared and determined to go all out to help you build a strong, fine-shoe clientele through the next decade. The average man knows today that fine shoes are a better buy for him! *It is our job to keep this conviction foremost in his thought.*

STACY-ADAMS

Brockton 62, Massachusetts

NOT THE PRICE PER PAIR • BUT THE COST PER MILE

Manufacturing and Markets

Boston

NEW ENGLAND is sharing in the current expansion of the shoe industry. Four new companies have begun operations in Boston alone within the last month or six weeks and two others are reported to be looking for manufacturing space in the metropolitan area. Haverhill and Lynn are not exceptions, each reporting either new firms in process of establishing themselves or newly-formed companies looking for locations. New Hampshire and Maine report fewer new firms than Massachusetts but believe that, percentage-wise, their ultimate increase will about equal that of the Bay State, thus enabling the New England shoe industry not only to hold but probably also to improve, its competitive position in the national picture. Trade economists are predicting that New England production in 1946 will be at least ten per cent higher than the previous peak year of 1941 when 170,000,000 pairs were made in this section.

This prediction, of course, pre-supposes an early increase in materials which have been short for a long time. The latest to be reported, presumably a by-product of the strike in the steel interest, is shoe tacks—not nearly enough of which have been available in recent weeks. This, however, is believed to be only a temporary condition which should be improved soon.

Manufacturers in all parts of New England are busy finishing their Spring runs, deliveries on which are considerably later this year than they were as recently as last year; and are combining with this work, the job of building their samples for Fall, some of which are being shown to the trade now and others of which will not be revealed until the annual market week to be conducted April 7 to 11 under the sponsorship of the New England Shoe and Leather Association.

As noted two weeks ago, volume buyers already are placing their orders for late Summer and early Fall delivery. Pattern makers report considerable more activity than for several years.

A survey conducted among Massachusetts companies by the Associated Industries of Massachusetts shows that last December was the peak order period for the shoe and leather industries. Orders placed during the last month of the year were approximately 28 per cent higher than in November. January of this year was 30 per cent below December of last year. The AIM index, however, is heavily weighted with orders for raw materials. Orders for shoes played a minor role in the decline.

Chicago

AS the leather shortage continues, pessimists hold the floor and see no relief in sight. The packing house strike, though of short duration, nevertheless is making itself felt. During the short period of idleness no green skins found their way to the tanners—and as the normal processing takes about six weeks, that shortage is now beginning to be seen in the shoe industry. Once again substitutes for shoe leather are being bought. Buyers in the market looking for readily obtainable footwear are buying gabardines both in play types and in dressy shoes for Easter selling. This is especially true at the moment in navy blue footwear.

"The outlook for whites is black," said one shoe man. White bucks and white leather two-tone spectators are practically impossible to find. Every buyer needs some and there are none available in this market. Here again they will accept substitutes—white gabardines when they can get them. General opinion has it that there is at least 70 per cent less white footwear to be had from factories in this area than a year ago. Colored elks also are included in the shortage. Used extensively for play shoes, fabrics are being used to replace the elkskin in this category.

The retailers hereabout are somewhat encouraged, temporarily at least, to learn that OPA expects to iron out the inequities in double absorption costs (increases granted to manufacturers and individual increases under the "hardship" ruling). This had caused considerable dissatisfaction in the industry since the retailer felt himself caught "between the devil and the deep blue" as his profit figure was already seriously reduced by his absorption of the 4½ per cent increased cost of manufacture. If he were obliged to absorb as well whatever additional increases had been granted to the individual manufacturer, his business might well developed into an enterprise "for his health." And as one store owner said: "Your health doesn't remain good if your business is poor."

St. Louis

SHOE manufacturing here continues to be hampered by an imbalance of supplies which defies all attempts to get production going on any sort of smooth schedule. Labor is improving somewhat but is still short of first quarter expectations. Shoe workers in this area are about 60 per cent female, and servicemen returning to the industry frequently have the effect only of replacing an employed wife or causing her protracted absence.

The only improvement in materials is in sole leather, supply of which has been boosted by widening use of synthetics and by curtailed manufacture of heavy army shoes. In some cases army footwear innersoles have been found satisfactory for upper leather in women's shoes. Patent also is in fairly good supply. Introduction in quantity of synthetics in black and a full array of colors has eased the supply problem here.

Dearth of lasts is delaying production increases as much as any other one factor, due to a short supply of block material, which, in turn, is traceable to failure of timber

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BALLETEENAS

Charing Cross Creations - NATIONALLY ADVERTISED
IN "SEVENTEEN" AND "CALLING ALL GIRLS"

BALLETEENAS

T. M. Reg. App. For

Black, brown, red, kelly green, navy blue, wheat, lime, powder blue, pink and white gabardine. $3.00 net.

Black, red, kelly green, wheat, gold, lime, fuchsia, navy, pink and powder blue gabardine. $2.10 net.

Youth will be served, so the saying goes, and what better way to serve 'em than with Charing Cross teen-age creations. March issue "Seventeen," and March "Calling All Girls," full page, feature bright-with-beauty Balleteenas. Other issues of these hard-pulling publications show other styles specially made for the fast-growing multi-million teen-age market.

Tie-in with this campaign. In your newspaper ads . . . your windows . . . promotions . . . play up Charing Cross creations. The young set calls them strictly terrific — and so will you!

Balleteenas come in medium widths. Delivery after March 25th. Minimum order, 36 pairs per style.

SHOWING AT
Hotel Statler, Boston,
Suite No 631 and 633.
New England Shoe Market Week
April 7-8-9-10-11

LESTER PINCUS SHOE CORP

NEW YORK 13, N. Y.
MADISON ST., CHICAGO
710, MAAS BLDG.

Manufacturing and Markets

[CONTINUED FROM PAGE 102]

cutters to return to their jobs postwar. There likewise are hints that substantial quantities of wood are being held off the market pending a more favorable OPA pricing system.

Whatever the cause, the result is that some last buyers who placed orders six months ago have not yet gotten delivery and cannot produce the shoes on which samples already have been made. This may mean that some samples exhibited here March 31 to April 4 cannot be delivered to retailers as soon as expected.

Another bottleneck is fabrics which, contrary to hopes, have been in shorter supply since the first of the year. Consensus is that all textiles are very tight—more so than at any time during the war. This is commonly attributed to OPA's maximum average price and channeling orders and it is freely predicted the situation will worsen under the Administration's new wage-price policy. Lining material is easing a trifle but is still quite short.

In men's shoes the situation is almost as bad. Dealer inventories are very low with slight prospect of early improvement. Main drawbacks are labor, upper leather and the fact reconversion from military footwear is not entirely complete and has been crippled at times by various shortages.

Deliveries on footwear generally are six to eight weeks late.

Meanwhile preparations for the March 31 showing of fall lines here are going smoothly despite an extreme scarcity of hotel accommodations. Room allotments are being made and those in charge of the show have issued an assurance they will find a way to take care of all visitors desiring exhibit or sleeping space. Indications now are that buyers will be here in unprecedented numbers. There will be displays both at downtown hotels and in plant showrooms.

New York

PRODUCTION conditions in the New York market are beginning to show slight improvement and a number of manufacturers are beginning to catch up on time lost. Since the end of the holiday season some manufacturers have gained a week or two on production schedules. With the coming of milder weather, absenteeism has decreased, and the recent settlement between New York manufacturers and the United Shoe Workers, CIO, has assured labor peace for some time to come. In order to bring production and delivery schedules into still closer alignment, some factories plan to take no orders during the month of June. Hence, if a manufacturer is operating a month behind schedule he will deliver May shoes in June and be able to deliver July orders in July.

Although demand is increasing for the closed shoe for Fall, material shortages will probably force the manufacture of mostly open types with only a modicum of closed footwear reaching dealers. It now appears that there will be some increase in reptiles and red calf for next Fall, but suedes and black calf are still expected to be in short supply.

The Guild of Better Shoe Manufacturers is holding Advance Fall showings the week of April 1. Members of the New York Shoe Board of Trade are showing unofficially at the same time.

Rochester

DIFFICULTIES continue along the way as manufacturers and retailers intensify efforts in the process of transforming leather and accessories into finished footwear, then fitting and selling it to the populace.

Right now lack of materials is the big problem.

Change-over from war to peace gradually brought an increasing number of men and women willing to take places in the army of shoe production, and the number is expected to be considerably augmented within the month as unemployment insurance benefits for many come to an end. But the help situation has reached a point where many more shoes could be made by factories with their present working forces if they had more materials out of which to make them.

Leather supplies are disappointing. Not that there had been anticipation of plenty when the shooting stopped, but there were good reasons to believe that, compared with the shortages which war imposed, the supply would seem generous. Modest expectations have not been fulfilled.

Not only leather shortages, but lack of linings and nearly every other accessory that is needed in making shoes has kept production at lower levels than it should have been.

"What are they doing with all of the supplies?" has become a frequently repeated question in many shoe factories of the Rochester area. For instance, some manufacturers who would prefer to make more shoes with fabric uppers since they know leather will be scarce for some time, cannot get the fabric for that purpose.

The size, number and variety of strikes, even though they affected the leather industry only indirectly, were one factor in diminishing supplies, along with others more widely publicized.

Neverthless, from whatever sources they could, shoe retailers have been getting footwear wherever they could find it—even in South America in some instances. In consequence, they have been keeping volume of sales up better than the circumstances would seem to permit. But there is cause for apprehension because of rising costs of shoe retailing, while price ceilings are kept stationary.

The 4½ per cent increase in the manufacturers' price, which all agree is fully justified—and undoubtedly more—but which they are required to absorb, is one of numerous examples of new expenses which are being placed under old price ceilings. Where this increase is added to the price of a new line of shoes, the retail price can be adjusted to it. But no such relief has seemed possible in the case of established lines, where the margin of profit had been cut by higher rents, wages, etc.

Retailers generally do not want price controls lifted suddenly, but they do want a realistic application of rules, which should be elastic enough so that all lines can be produced without a loss, and so that all may be retailed with a reasonable margin of profit for each. They are still hopeful that OPA will itself act to bring about these economically necessary changes. Because, in any store where sales volume falls below a certain point—as it is certain to do where shortages exist, and when other conditions change—serious losses are likely. Although no Rochester store has enough shoes for adults, some of them—for the first time in recent years—have complete lines of shoes for children.

HOW DO YOU CHARM A SNAKE *skin?*

...to a long life, a merry one

WITH Firestone

*Contro** ELASTIC BACKING, OF COURSE!

Take the sting out of snake . . . that tight, biting fit. Give it flexibility, lightness . . . custom-fit . . . with *Contro* shoe backings, inserts and gussets. For *Contro* holds, molds every shoe in fitting shape . . . keeps fitting comfort through miles of wear. *Contro's the only elastic yarn containing Vitalin, the magic rubber vitamin that gives longer elastic life . . . to your shoe backing . . . your shoes!*

So give all your shoes a long life and a merry one with *Contro* elastic shoe backings, fabrics . . . and your customers will come back again and again for more and more *Contro* elasticized shoes!

Write Firestone-Akron or our New York Sales Office, Empire State Building, New York 1, N. Y., for complete information.

*REG. U.S. PAT. OFF.

LISTEN TO THE VOICE OF FIRESTONE MONDAY EVENINGS OVER NBC

Made by Servus Rubber Co.

As Time Goes By

material shortages now so acute will be relieved and other problems will right themselves. Then The Servus Rubber Company will again be manufacturing an unbroken line of high quality rubber footwear.

You Can Be Assured

of generous quantities and better quality in the days that lie ahead. Backed by 25 years of continuous experience in the rubber footwear industry, The Servus Rubber Company is prepared to offer its customers more and more and better and better rubber footwear products.

SERVUS RUBBER COMPANY ROCK ISLAND, ILL. MADE IN U.S.A.

SERVUS SNAG-PROOF MADE IN U.S.A.

THE SERVUS RUBBER CO.

FACTORY AND GENERAL OFFICES

ROCK ISLAND ILLINOIS, U. S. A.

LAMBERTVILLE, DIVISION 330 BROADWAY, N. Y., 7, N. Y.

Antiquity

HIGHEST QUALITY, FULL ANILINE

...Calfskin

TANNAGE BY

TROSTEL

FREEMAN Shoes

Trostel
Brown Antiquity Calfskin
Selected for
Freeman's Style 7766

This sturdy Bootmaker Guild Brogue features Freeman's Patented Cradle Heel comfort construction.
Heavy gauge soles...Rochester Last made by
Freeman Shoe Corp., Beloit, Wis.

Albert Trostel & Sons Company
Milwaukee

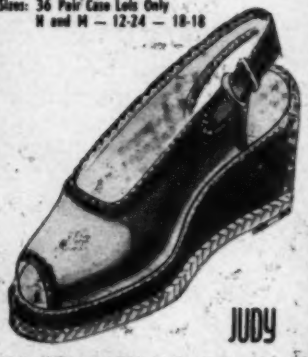
FINE CALF AND SIDE LEATHERS SINCE 1954

Designed to coordinate with the Sportswear of 1946

AMERICA'S NUMBER ONE ROPE SOLE

GLAMOURETTE

Colors: Black, brown, wheat, red, white, rust, blue and combinations.
Material: Fabric and leather
Sole: Cord, Jute or Leather
Price: Fabric $2.85, Leather $3.60
Sizes: 36 Pair Case Lots Only
N and M — 12-24 — 18-18



JUDY

Colors: All white, all black, all red, all green
White vamp, with rust, red or blue platform and wedge
Wheat with rust platform and wedge
Alice blue vamp with navy or red platform and wedge
Material: Fabric
Sole: Cord or Rope Jute
California process
Cushioned sponge rubber platform
Price: $2.85
Sizes: 36 Pair Case Lots Only
N and M — 12-24 — 18-18

Be sure to see Ropecraft April 1st Show Week

RopeCRAFT

HOTEL VANDERBILT
Park Avenue at 34th Street
New York 16, N. Y.

Many Moods Expressed In Daytime Shoes

[CONTINUED FROM PAGE 86]

do not have to recognize it, but there will come a day!

Some of the resistance to closed shoes comes, we believe, from the men at the fitting stool who find it so much easier to fit an open back, open toe shoe, where the exact size is not so necessary to comfortable fit. With present low inventories this is an important advantage. Slowness in making more closed patterns can also be explained by the manufacturers' problems. New patterns slow up production and new closed shoe lasts—essential to the making of correctly proportioned closed shoes—are extremely difficult to get. In the meantime, a first step has been taken. The number of closed toes on open backs is increasing, especially in more tailored types. It is a style trend that you should watch carefully.

In patterns nothing is taking the place of the pump, sling back in the majority of cases; often, even in these tailored types, with some version of the d'Orsay low cut line. High-riding fronts are very much believed in by a number of style leaders, although they are still obliged to put the major percentage of their production in the lower cut patterns.

Colors will be limited largely to black, russet and dark browns. Cherry is planned for smooth, crushed and reptile leathers, plain or stained. In more casual shoes, natural, saddle and light russet will be used. Cocoa goes into somewhat more dressy suede shoes than shown here. But it should not be forgotten.

Lightness, Sparkle, Grace

[CONTINUED FROM PAGE 82]

suede, first of all. After that, brown. For highlight colors there are cocoa and the new dark wine. Fine, light weight leathers with smooth finishes are also very important. In patterns, pumps, especially versions of the perennial favorite d'Orsay, come first with open backs and, usually, open toes. In sandals, treatments and trimmings are especially designed for evening wear. Heels go as high as 28/8, but these very high heel shoes are usually on platform soles which diminish the extreme pitch of the foot, the platform being most frequently ¾ of an inch in height. Style leaders in the industry, however, are emphasizing more strongly than ever the importance of dressy shoes on flat heels.

Changes in Shoe Buyers

NEW YORK.—Recent changes among shoe buyers has affected three department stores in this area.

For feet that yearn to
STEP from "DUTY" SHOES into BEAUTY SHOES

A Gerwinette Classic Slipper in Black Patent and White, Blue or Red Calf.

In sizes 8½ to 12 12½ to 3 Retails about 5.00

Gerwinettes

Created by Dress Shoe Specialists for the Style Smart Younger Set.

Although beauty is the first thought of Gerwinettes, they're made from finest leathers over correct lasts. Gerwinettes are the featured line of youthful fashion footwear in the better stores of your city.

THE SCHAWE-GERWIN CO., CINCINNATI

William Glazer has resigned as buyer for Oppenheim Collins & Company to enter business for himself. He will head the Lucy-Ann Footwear Manufacturing Corporation. The firm will make slippers.

Mr. Glazer has been succeeded at Oppenheim Collins by John Downey, who resigned after eight years with Frederick Loeser & Company, Incorporated, Brooklyn.

Mr. Downey's position at Frederick Loeser & Company has been filled by Samuel Jacobs, formerly women's shoe buyer for James McCreery and Company. Mr. Jacobs' successor has not been named.

Named Assistant Buyer at Stern's

NEW YORK.—After four years of war work at General Motors in Linden, N. J., Francis J. McPartland has returned to the shoe business and has been named assistant buyer of women's better shoes at Stern Brothers.

Prior to the war Mr. McPartland spent two years at Lord & Taylor as assistant buyer of women's better shoes and superintendent of the main floor, and eight years with James McCreery Company as an assistant buyer of better shoes and buyer of inexpensive shoes.

Poll Parrot

AND STAR BRAND SHOES FOR BOYS AND GIRLS

COVER THE FIELD!

And a BIG field it is...21% of the average child's clothes budget goes for shoes! These famous brands are styled for every occasion...dress, school, play. They feature America's widest range of scientifically-designed lasts...and a price range that blankets the market. Behind them is the largest program we have ever used to sell a nationally-advertised line...a campaign based on our years of *Pre-Testing* THESE shoes on the feet of healthy, active children, under actual conditions of wear. No, we haven't overlooked a thing when it comes to the "coverage" *you* get when selling Poll-Parrot and Star Brand Shoes for Boys and Girls!

AMERICA'S WIDEST RANGE OF JUVENILE SHOE STYLES, SIZES, PRICES

ROBERTS, JOHNSON & RAND · DIV. OF INTERNATIONAL SHOE COMPANY · ST. LOUIS 3, MO.

GERDA Buy of the Month

CHILDREN'S ALL LEATHER SLIPPERS

All Leather Uppers
Colors: Brown, Blue, Red, Green
Flexible Hard Leather Soles
Fine Grain Leather
Plaid Linings
Regular Half Sizes

Style No. 301
Goodyear Stitch Construction

In Stock
At Once Delivery

Infants' Sizes 5-8
Children's Sizes 8½-12
Misses' Sizes 12½-3

$1.55

Terms: Net 10 days
F.O.B. New York
Minimum Order 18 pairs

See Us at Your Regional Show

GERDA Season of Comfort

In 1946
MORE THAN 27 MILLION WOMEN WILL READ ABOUT
Kleinerts 75th Anniversary

ALL LEATHER CONSTRUCTION
WASHABLE GLAZED WHITE KID SOFT SOLE

HAPPY GO LUCKY
No. 100
SIZES 0 to 3

IMMEDIATE DELIVERY
WE CARRY A FULL LINE OF INFANTS SHOES ON THE FLOOR. WRITE OR WIRE

ED WHITE JUNIOR SHOE COMPANY
3207 Chippewa St. Louis 18, Mo.

Editorial Outlook

[CONTINUED FROM PAGE 76]

reconversion and increase the peril of price inflation. Under our system, increased production and the restoration of price regulation through competition rather than through arbitrary governmental edict provide the only sure safeguards against runaway prices in a period like the present, when short supply, a huge backlog of unsatisfied demand and a swollen credit situation all contribute to increase postwar inflationary pressure.

Many merchants do not fully realize the dangers that exist. Up to a certain point, rising prices can provide a salutary stimulus to sales and profits, and business will experience a pleasurable thrill. But when the danger point of inflation approaches, the sensation becomes less pleasant and presently the merchant awakens to the painful realization that the prosperity he thought he was enjoying was mostly an illusion. When that time comes, if we may judge by past experience, it's likely to be too late to escape disaster.

If we are to have OPA to live with for another year, let's at least eliminate those price controls that defeat its avowed purpose by hampering production and distribution of essential merchandise items of daily use like suits, shirts, shorts, stockings and shoes. Let's provide for an automatic, orderly, progressive lifting of price controls as rapidly as the supply situation with respect to any commodity warrants such action. And let's have prompt Congressional action to assure the attainment of these ends at the earliest time that is reasonably possible, so that manufacturers, merchants and the consuming public may know the price score for the future and make their plans accordingly.

BOONDOCKERS
Trade Mark Reg

TO BOOST YOUR CASUAL BUSINESS TO A NEW HIGH...

MARTIN FIELDS *presents these 2* KNOCKOUT *Sandals*

No. 419
Cross Strap — Your customers' choice in Suntan (Luggage) or Turftan

To Retail Profitably at $3.00

PROMPT DELIVERY

No. 623
T Strap — In all-over Suntan (Luggage) or Turftan and a new style combining rich natural (beige) front strap with contrasting Turftan straps.
To Retail Profitably at $4.00

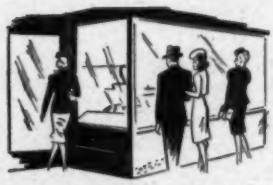
High in Style, High in Volume, But More Important Still, HIGHER IN QUALITY

IN no part of the shoe selling operation is QUALITY so evident and so important as it is in sandal selling. From a background of experience in selling and processing high grade leathers, and with a keen judgment and understanding of QUALITY, Martin Fields now styles and builds this sandal line to boost YOUR Casual Business to a NEW HIGH. He features here two styles from his fast-growing line. Available to YOU now DIRECT, or through a FAST ORGANIZATION OF DISTRIBUTORS which he is now building, coast to coast. Remember there is a place for Martin Fields sandals in your department.

Hand Lasted — Littleway Lockstitch Construction • 5 oz. Leather Uppers • Sturdy Platforms • Hefty Oak-Tanned Leather Soles • Brown Solid Rubber Heels • Roller Buckle • Unheard of Quality • Priced to Guarantee You The Kind of Mark-up You Need For Successful Sandal Operation

MARTIN FIELDS SHOE CO., INC. 792 STERLING PLACE BROOKLYN 16, N. Y.

TRANSPARENT SHADES give sun protection she can see through



Foot traffic like Mrs. Jones will stop, look, walk in, and buy—when window displays can readily be seen. But when the sun shines brightly and windows are promptly covered up to prevent sun damage, most of these same potential customers will walk right past—meaning lost sales and lost profits.

The answer? Transparent Shades!

These remarkable shades let in sight, but keep out more than 90% of the actinic (harmful) sun rays. Made of transparent acetate sheeting, Transparent Shades wear like iron. They're non-inflammable, grease and moisture proof. Easily installed, they may be operated from *within* the store. And best of all, they eliminate unsightly awnings and such—while they permit full visibility and cut sun damage to a minimum.

Write for complete information about Transparent Shades for *your* store.

TRANSPARENT SHADE CO.
DEPT. 10 • 501 NORTH FIGUEROA STREET
LOS ANGELES 12, CALIFORNIA

Sees Greatest Opportunity For Shoe Retailing

[CONTINUED FROM PAGE 73]

Queen City Club, the Carmargo Club, the Racquet Club, the Cincinnati Country Club and the Rotary Club.

Besides his personal management of the Potter firm, which also operates a branch in suburban Hyde Park, Mr. Orr is associated with diversified civic and business activities. He has been a director of the Cincinnati Retail Merchants Association for 15 years and is vice-president of the corporation publishing the Cincinnati *Shopping News*.

He is a member of the executive committee of the Cincinnati and Hamilton County Community Chest and is a subdivision chairman for industrial solicitation in the Chest organization. He is also a director of the Cincinnati Union Bethel, a well-known charitable project.

Among his other business connections are his services as a member of the board of directors of The Model Laundry Company, the Printing Machinery Company and the Cincinnati Retail Credit Bureau.

Under Mr. Orr's personal direction, the Potter firm has enjoyed expanded growth. In 1934 the business was moved to its present location overlooking Fountain Square, where it occupies a six-story building containing many shoe departments, general offices and stockroom facilities.

story building was obtained under Mr. Orr's program for future development.

To Remodel Specialty Store

HUTCHINSON, KANS.—The Vogue, women's wear store, here, will soon be remodeled throughout, according to M. J. Mondshine, manager. The remodeling and building program will cost approximately $30,000, he said.

Architects are now preparing tentative plans for the project which calls for the extension of selling space in the store back to the alley. The new addition will give the store double space for merchandise.

Among the new departments to be added will be an up-to-date shoe department, he said, as well as a teen-age section.

A new front, 31 feet high, will be constructed on the present building, and will be entirely of glass. Large glass doors will also be added.

Sell Shoes on Two Levels

SEATTLE, WASH.—An upper level for men and boys and a lower for the ladies have been created by Gallen Kamp's Third Avenue store, here, where remodeling and redecoration was recently completed. Men's and boys' footwear remains on the main floor, while concentrated in the downstairs store are women's, girls' and misses' styles.

LEISURE SHOES FOR MEN?

YOU BET *Fred Jacobs* HAS THEM— AND HOW!

TAKE A LOOK AT THESE *4 NEW*

PLAYTOPS

Style No. 500—Men's Leather Sandals. Platform, genuine leather soles rubber heels. Colors: Brown and beige.
6-12, half sizes $2.95

Now Fred Jacobs, whose genius brought you successful, women's beautiful Playtops, now turns his hand with remarkable results to the important men's leisure shoe! His unusual sense of design turns intensely practical to bring you four masculine sandals. Colorful and smart, they are in themselves a complete men's sandal department. For the tops of the Leisure Shoe-Sandal Business just take this tip—they're PLAYTOPS.

Style No. 550—Men's, boys' and children's leather sandals. Brown riveted non-marking; sturdy molded rubber soles.
6-12, full sizes $1.89
Style No. 545—Boys'.
3-5, full sizes $1.77
Style No. 720—Children's.
6-11, full sizes $1.59
12-2, full sizes $1.69

Style No. 540—Men's Leather T-strap Sandals. Platform, genuine leather soles, rubber heels. Colors: Brown elkskin.
6-12, full sizes $2.25

MARCH, APRIL DELIVERY

Case lots 36 pairs or minimum order 18 pairs of one style and color.

Terms: 2%—10 days, or net 30 days F.O.B. New York

Style No. 505—Men's Leather Sandals. Platform, genuine leather soles, rubber heels. Colors: Brown and beige elkskin.
6-12, half sizes $2.95

Fred Jacobs

SHOE & SLIPPER CORPORATION • 200 CHURCH STREET, NEW YORK 13, N. Y.

PRIMA-TIVES
...Ballet Casuals by Prima

First playshoe to be made of genuine doeskin. True ballet sandals adapted to outdoor wear. All leather handmade. Featured in leading fashion magazines. All leather, nylon sewed. Available in black, pastel red, blue, green, gold and beige. They're washable!

Price $1.25
Style number ..... (5)
Size—3 to 9, medium width, full sizes
Packed—36-pair cases
Terms—Net 30

PRIMA
THEATRICAL CO.
Columbus 15, Ohio
Makers of Quality Footwear since 1931

GERDA presents
The Liveliest Member Of A Lively Family

No. 551—Women's Genuine Mexican Huarache

CUCA-RACHAS

Immediate Delivery
All Leather Uppers
Hard Leather Soles
Split Leather Innersole
Sizes: 4-9

In Beige $1.85
Also in Red $1.95
Terms: Net 10 days F.O.B. N. Y.
Minimum Order 18 pairs
See Us at Your Regional Show

Current rave of the huarache crowd —this number is selling like wildfire. Remember it is only one of the complete Cuca Rachas sandal line. ORDER TODAY.

GERDA Footwear COMPANY
150 DUANE STREET • NEW YORK 13, N.Y.

Today's Leather Story

[CONTINUED FROM PAGE 104]

seven million yearly. Since all of these imports have been lost for years, the return of any substantial proportion might provide a significant addition to U. S. supplies.

Although forecasts of production in 1946 vary considerably, there is a consensus that more goat and kid leather will be made than in 1945. The tally by the end of the year will probably not have reached a prewar level, but it may well approximate 28-30 million skins.

Sheep and Lambs—Production of sheep and lamb leathers is of direct interest to the shoe industry by virtue of the tight situation in lining leathers. From 1941 through 1945, output of sheep and lamb leathers in the United States attained record volume, but the prospect for 1946 is not encouraging. Domestic skin supply is almost certain to decline this year since the sheep and lamb flocks of the country have been reduced for three successive years. In addition, Europe's return to world markets is absorbing some of the larger than normal supply available to the United States since 1940.

Last year total U. S. production of sheep and lamb leathers, exclusive of shearlings, came to less than 44 million skins, a drop of almost 4 million skins from the preceding year. However, the output of shoe leather was maintained at more than 15 million skins, which compares with an average of less than 11 million skins in the five prewar years. It will be difficult for tanners to hold this rate of production in 1946 unless measures are taken by the CPA to assure output of shoe leathers in lieu of other types.

In the light of uncertainty in the foreign sheep and lamb supply, which has also been taken under the wing of the International Committee, it can hardly be expected that 1946 production of all sheep and lamb leather will be more than 40 million skins. This would represent the lowest production since 1940.

Associated Shoe Group to Meet

NEW YORK—Shoes Associated, Inc., representing eleven major retail shoe firms, will hold a two-day meeting here March 25 and 26, according to Gregory J. Tobin, executive vice-president of the organization. All members are expected to be present, Mr. Tobin said.

Shoes Associated, Inc., which has offices in the Empire State Building, is a planning, coordinating and merchandising organization.

WHAT IS THE GREATEST NAME IN WOMEN'S LEATHER SANDALS?

WHY,

OLYMPIC'S OF COURSE!

Next Year

YOU'LL HELP TO MAKE IT

Even Greater!

OLYMPIC has, up to a point, been able to supply its many accounts with genuine leather sandals, beautifully made in fashion-accepted colors. Unfortunately, the ever-increasing demand for this appealing merchandise has been so great that we are now in the position of not being able to take any more orders for the coming season. Naturally, we regret such a situation, but hope that with our expanded facilities now being worked on, we will be able to increase our production so that all of our accounts and possibly some new ones, will have all the OLYMPIC sandals they want next year.

In making your plans for the next Spring season, be sure to see this line of leather soled, leather sandals—expertly made over a shoe last—to fit as well and as comfortably as any shoe that you have ever sold.

OLYMPIC

FOOTWEAR COMPANY 29 EAST 10th STREET, NEW YORK 3, N. Y.

Air-borne* Glitter And Glamour in Evening Shoes of Spun Aluminum

Tarnish-proof... lightweight... featuring softly cushioned sponge rubber* platform... Swirl and My Gal in gold or silver are for dancing or formal lounging at home.

36 Pair Case Lots Only
N and M — 12-24 — 18-18

Be sure to see Ropecraft
April 1st Show Week

RopeCRAFT

Room 1430
HOTEL VANDERBILT
Park Avenue at 34th Street
New York 16, N. Y.

Release Data on Rubber Consumption

NEW YORK.—Full scope of America's victory in its wartime battle for an independent supply of crude rubber was disclosed recently with the release of data on 1945 rubber consumption which emphasizes the staggering output of the nation's 700 million dollar synthetic rubber plant.

The factual tabulation of consumption in all classes of crude and reclaimed rubber covered the years 1941 through 1945, the fifth year of the synthetic rubber program. These figures show how military necessity had driven up consumption of vital synthetic rubbers from a scant 6,000 tons in 1941 to a record-breaking 700,000 tons last year.

The United States consumed 781,259 tons of rubber in 1941, according to information released by the Rubber Manufacturers' Association. To this total, laboring synthetic pilot plants contributed less than one per cent of the total tonnage in 1941. Production was still actually on a pilot plant basis when the Japanese swept down through the Malayan peninsula and into the Netherlands Indies, cutting off more than 90 per cent of the world's natural rubber supply.

Fall of Singapore in early 1942 was the starter's shot that catapulted the nation, its armed forces and three of its major industries—rubber, oil, and chemistry—into a desperate race for new sources of rubber, even for survival. Success of the government-industry team in attaining mass production of high grade synthetic rubbers before the precious stockpile of natural rubber had melted away is reflected in the table on rubber consumption through the war years.

BREAKFAST TASTES BETTER IN
ST. LOUIS
AFTER A COMFORTABLE NIGHT AT
HOTEL LENNOX
WASHINGTON AT NINTH

Chief of the war-winning types of rubber in the production picture was the government's general purpose synthetic, GR-S. GR-S consumption jumped from 108 tons in 1941 to 600,001 tons in 1945—more than this nation had ever used of all types of rubber in a normal peacetime year.

CONSUMPTION OF CRUDE AND RECLAIMED RUBBER
(In Long Tons)

Year	Natural	Grs	Grm	Gri	All Other	Reclaim
1941	775,000	108	4,463	.....	1,688	251,231
1942	376,791	2,579	6,833	22	8,217	254,829
1943	317,634	131,977	26,205	304	12,405	291,329
1944	144,113	495,552	46,243	10,763	14,112	251,033
1945	105,406	600,001	42,363	43,009	8,019	240,780

Tanners' Council Terms Wage-Price Policy Unfair

NEW YORK—Criticizing as unfair the choice of the 1936-1939 base period on which the recent Presidential Executive Order on wages and prices is founded, the Tanners' Council of America has termed the policy contradictory. "If it is the intention of OPA and the Office of Stabilization to apply the 1936-1939 yardstick to all industry without taking account of the different circumstances in each case, inequity is unavoidable," the Council declared. Application of the policy depends upon recognizing that the base years selected represent a proper basis for determining a criterion of reasonable returns. For the tanning industry the base years are not representative. "During those years extreme commodity price fluctuation caused heavy inventory losses, materially affecting the average for the entire period," the Council said.

Contrasting a 7 per cent profit on net worth for twenty-five tanning companies during the base period with a 40.7 per cent profit on non-alcoholic beverage sales, the Council pointed out that under present formulas a group would seem to be guaranteed its 1936-1939 earnings regardless of how high they may have been. Conversely, an industry which was experiencing unusual and abnormal conditions during the base period will be judged by its unprofitable days. The situation demands correction, the Council stated.

CALLING ALL GIRLS!

SEVENTEEN!

JUNIOR BAZAAR!

MADEMOISELLE!

CHARM!

GLAMOUR!

MILLIONS
MILLIONS
MILLIONS
MILLIONS
MILLIONS
MILLIONS OF WOMEN
WILL SEE
THESE DYNAMIC SHOES
IN THEIR
FAVORITE MAGAZINES

Casuals by

DESCO

Prepare to tie into this program
with store ads and window displays.
A complete mat service will
be available.

DESCO SHOE CORP.
2107 Borden Avenue, Long Island City

Showrooms:	Factories:
New York, Marbridge Bldg.	Long Island City
Chicago, Republic Bldg.	B'klyn, N. Y.
Los Angeles, Haas Bldg.	Webster, Mass.
	Auburn, Me.

OUTDOOR AND INDOOR CASUALS

Romance in Shoes

[CONTINUED FROM PAGE 78]

stock of what is needed in this present postwar era in order to satisfy customers. There should be meetings once a week in which the salespeople are shown through illustrations how to talk intelligently about the store's merchandise.

Now that Dalsimer's is operating its own handbag department, Mr. Rolfe feels that it is doubly important for the salespeople to be better acquainted with the accessory merchandise so that successful bag and shoe combinations can be made. Every woman who buys a pair of shoes is a potential handbag customer. Even if she isn't, it is necessary to know the value of blending the shoes with the rest of her costume. It makes the sales conversation more intelligent and will insure a return visit to the store.

"During this time," continues Mr. Rolfe, "while merchandise is hard to get, it is the duty of every merchant to see that his sales force helps him to build good will. This is better and more lasting than money in the bank. Each salesperson must work to win the confidence of his customers so that they will keep coming back to the store. For a better understanding of human nature, the shoe salesman should start looking at faces as well as feet. When a customer realizes that a salesman is trying to help her get suited and not just trying to sell her a pair of shoes, she will come back whenever she wants shoes—whether she gets what she asks for at this time or not."

As an example, suppose a woman called for a style of shoe that was not at hand in her size. The tactful salesperson would try to find out for what purpose or occasion she wanted to wear the shoes and would bring out a pair of shoes in her size which he would suggest for that purpose. By subtly winning confidence through the ability to cope with any situation, a store can earn that invaluable good will.

The power of foot allure is a great factor in a woman's life; that is why she is ever on the lookout for shoes that will enhance the attractiveness of her feet and harmonize with her outfit to make an attractive whole. In newspaper ads, an aura of glamour must be created about the shoes shown and carried further in window displays. There is no age limit to the general requirement of glamour in shoes.

At Dalsimer's, every shoe is given a life of its own—a purpose that makes every shoe a wanted asset to any well dressed woman. This can be seen by looking at the individual shoe ads that this store runs in the Philadelphia newspapers. Only one shoe is advertised at a time, because each shoe has its own personality to put across to the buying public.

Because of present short supplies of stock, two ads for separate shoes are made up at one time. These are usually drawn up before the shoes are even in the store. If, when the day comes to run the ad, the stock of one type of shoe is too low, the other ad is run in the newspaper. Thus the store avoids a stream of disgruntled customers who have seen the ad but can't get the shoes thus advertised in the store.

Reopen in New Location

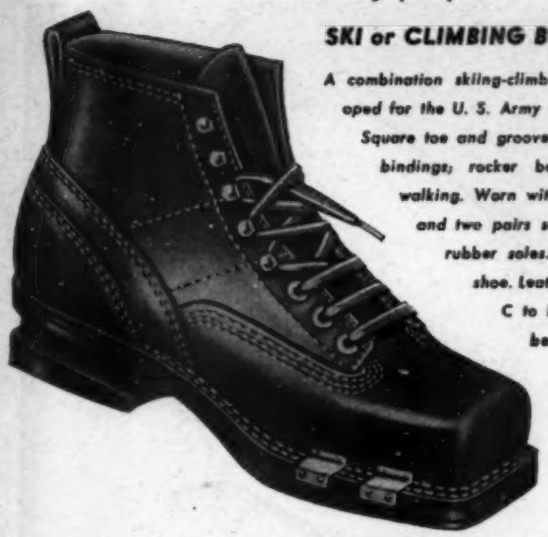
SCHENECTADY, N. Y.—Arnold's Better Shoe Store has reopened in its new location at 317 State Street, this city.

Formerly located at 179 Jay Street, the store has been moved into completely modernized surroundings, and Arnold Swernoff, proprietor, said that the variety of merchandise has been expanded.

Many new shoe lines have been added, the proprietor said, and hosiery and handbag department stocks increased to full capacity. The selling staff has also been increased.

Mr. Swernoff has been engaged in the business of buying and selling shoes since 1918. He came to this city 10 years ago, and prior to opening his own store managed one of its largest stores.

When ordering specify leather or rubber sole.



SKI or CLIMBING BOOTS

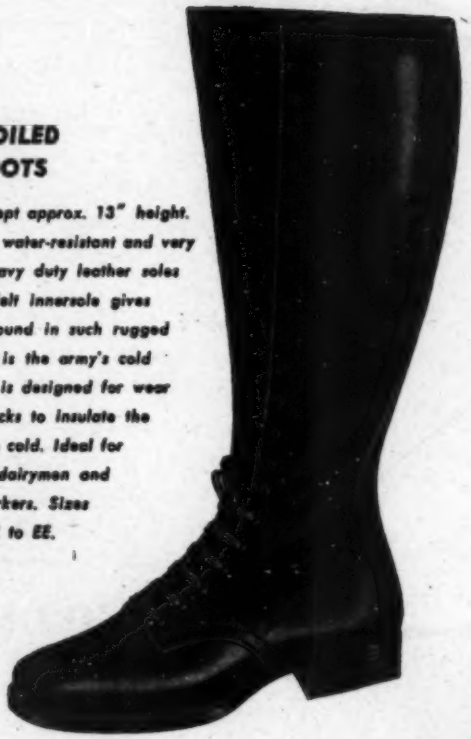
A combination skiing-climbing boot developed for the U. S. Army mountain troops. Square toe and grooved heel to fit ski bindings; rocker bottom for easy walking. Worn with felt inner sole and two pairs socks. Some with rubber soles. A sturdy work shoe. Leather sole: 6 to 13; C to EE. Cleated rubber sole: 5 to 9½; C to EE. **$4.75** per pair

Special Buy! U. S. GOVERNMENT SURPLUS

Here are the rugged boots and shoes that have been unavailable throughout the war . . . ready to meet the piled up demand from sportsmen, farmers, outdoor workers. They're brand new, all first-quality leathers and rubber, built to U. S. Gov't. standards and available to you at only a fraction of what Uncle Sam paid for them. Rebuild your inventory NOW with all the pairs you need!

HIGH-TOP OILED LEATHER BOOTS

As illustrated except approx. 13" height. Oiled uppers are water-resistant and very flexible. Extra heavy duty leather soles and heels. Soft felt innersole gives comfort seldom found in such rugged construction. This is the army's cold climate boot and is designed for wear over 2 prs. of socks to insulate the foot from extreme cold. Ideal for hunters, farmers, dairymen and other outdoor workers. Sizes 5 to 15; widths C to EE. **$5.95** per pair



ORDER BY MAIL, WIRE or PHONE while our supply lasts

15-INCH RUBBER BOOTS—A stout knee-boot, ideal for farmers, garagemen, dairymen, tannery and packing plant workers. Heavy black rubber, lined with cotton fabric. Moulded outsole for heavy duty. Sizes 5 to 14. **$3.40** per pair

12-INCH HEAVY DUTY 5-BUCKLE ARCTICS—Black rubber as illustrated, except five buckles. Fleece-lined to insulate the feet against cold. Heavy, moulded rubber sole; rugged, heavy-duty construction throughout. Sizes 5 to 15. **$3.40** per pair (ALSO AVAILABLE WITH PATENTED NON-SKID SAFETY SOLE; for fishermen, seamen; slippery decks and floors)

THE ARNOFF SHOE CO., 101 DUANE ST., N. Y. C.

BETTER SOLES for SLIPPERS and CASUALS

Colonial Sole Splits, both natural and factory finished, are favorites with a great many makers of casuals, slippers, infants', and women's street and dress shoes *because* . . . they are flexible for comfort . . . chrome tanned for durability . . . economical for cutting. If you are not specifying or using Colonial Sole Splits, we will gladly send samples so that you can see how easily and satisfactorily they solve the sole leather problem.

COLONIAL TANNING CO
BOSTON

Colonial

SOLE SPLITS

CALIFORNIA COBBLERS PRESENTS . . .
Steffi Nossen
and her Teen Age Dance Workshop
in a sensational showing of the new fall Cobblers in New York on Monday, April first. Your own customer, the high school girl, dances her lighthearted impressions of the new fall Cobblers as related to her everyday life . . . at home, at school and at play.
You've seen Steffi Nossen's Teen Age Dance Workshop featured in Life, Glamour and other publications . . . or in "Teen Age Girls," the March of Time picture.
Now we invite you to come and enjoy them in person in the gay unique Cobbler Fashion Ballet. Join us afterwards for cocktails.
Call or write our New York office right away for your reservation as our space is limited.
The DATE: April 1, 1946
The PLACE: Hendrik Hudson Room
Hotel Roosevelt
New York City
The TIME: 5:30 p.m.
California
COBBLERS
1212 Stanford Avenue, Los Angeles 21, Calif.
New York Showroom: 47 West 34th Street

SEE
WHAT'S BEHIND
Balanced Posture!

RECOMMENDED BY MANY DOCTORS. COMMENDED BY "PARENTS" MAGAZINE. ADVERTISED NATIONALLY

PROPR-BILT
REGISTERED U.S. PATENT OFFICE
Children's Shoes

O'DONNELL
SHOE CORPORATION
HUMBOLDT, TENN.

Travelers Fighting Proposed License Tax

West Coast Shoe Travelers Association Retains Counsel to Fight Los Angeles Levy on Gross Sales.

LOS ANGELES, CALIF.—When members of the West Coast Shoe Travelers' Association learned that an effort is being made by the City of Los Angeles to force traveling shoe men to pay a license tax based on $6.00 for the first $5,000 gross business and $1.25 for each additional $1,000 in gross receipts, legal counsel was retained by the association to fight this measure and a questionnaire was sent to all members recently, requesting the following information:

Please answer all the following questions. If you wish to enlarge on any of the answers, please do so on the reverse side, indicating by number the question involved.

1. How many firms do you represent?
2. Do they withhold Social Security? Income Tax?
3. Do you maintain a showroom in Los Angeles? An office? If "Yes," who pays the expenses thereof?
4. What is your compensation arrangement? (i.e., straight commission, bonus arrangement, minimum guarantee, expense or drawing account, etc.).
5. Estimate what percentage of your business is *written outside* the city of Los Angeles?
6. Do you employ any salesmen on your own behalf?
7. Does the factory furnish without charge all the samples?
8. Do you stock merchandise?
9. Do you handle any deliveries?
10. How many accounts do you have in Los Angeles? Outside L. A.?

At the February meeting of the association, Louis R. Baker, attorney for the Associates, reported the following results of the questionnaire:

75 per cent represent one line;
15 per cent represent two lines;
10 per cent represent two or more lines;
90 per cent are on straight commission;
5 per cent are on a commission and bonus;
5 per cent on a straight salary;
25 per cent do not have a show room;
40 per cent pay own expenses with the balance splitting expenses one way or another;
80 per cent of the total business the Associates write is outside of Los Angeles.

High Styles in Demand In Utica Stores

UTICA, N. Y.—The greatest change in style trends in shoe stores here during recent months has been a swing from conservative types of footwear to high-style merchandise. Seasonal influences, no doubt, are affecting sales. Retailers are unable to determine exactly what proportion of business represents early buying for Easter. It is conceded that many customers are quietly selecting shoes for Spring wear, rather than taking a chance on shoes being available at a later date.

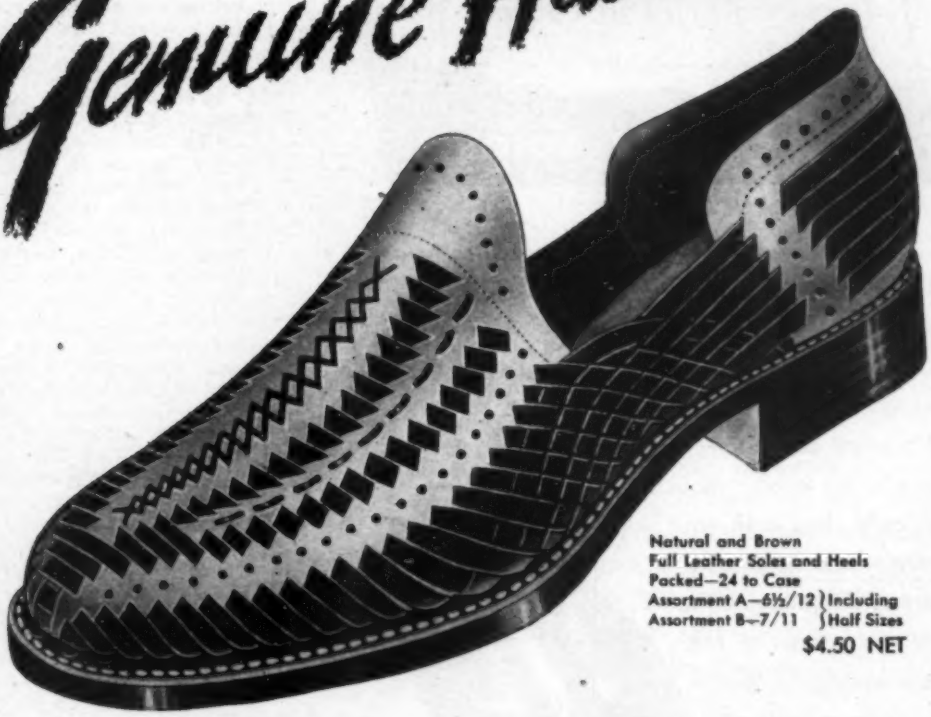
Selling was somewhat hesitant around the first of March, but the lull was believed to be of no significance and no indication of a decrease in the heavy buying which has marked local trade for many months past. Deliveries continue to be extremely low. Dealers hope that a turn for the better will come in time for them to handle a good Easter business. Low inventories are now almost taken for granted, with the critical situation in hosiery bringing the most comment. Utica shoe stores do a land-office business in nylons and rayons for a few hours weekly while stocks last. Some stores avoid rushes beyond their ability to handle by quietly placing stockings on sale as soon as received. Others prefer to sell hosiery at stated times.

Despite a slightly discernible trend toward closed toes and heels, open models give no indication of losing popularity. One buyer sees a need for higher style in closed shoes to help them compete with the open ones. Black far outsells colors, but brown is strong.

BOONDOCKERS
Trade Mark Reg.

Yours To *SELL* Proudly ... And With *PROFIT*, Too This Top Quality Line Of

MEN'S *Genuine Huaraches*



Natural and Brown
Full Leather Soles and Heels
Packed—24 to Case
Assortment A—6½/12 } Including
Assortment B—7/11 } Half Sizes
$4.50 NET

● THIS high-grade Huarache rightfully has a place in the finest men's shoe stores and departments in America. In every respect it reflects the same distinction you demand in the finest shoes you sell. Tastefully designed, beautifully made, it's the ideal shoe for wear with every man's Summer costume. It will add hundreds of sales to your Spring and Summer volume. IMMEDIATE DELIVERY assures the longest possible selling season for you.

O. H. NEWMAN CO.

MARBRIDGE BLDG., 47 WEST 34th ST., NEW YORK 1, N. Y.

#2

in a 7-point program to acquaint you with the benefits of

your MATRIX franchise

Your Footprint in Leather means

90% repeat sales!

It's a statistical fact — 9 out of every 10 of your customers will keep coming back for another pair of Matrix Shoes every time!

No other shoe has achieved this amazing record of customer loyalty!

No other shoe offers your customer so much reason for his loyalty. Matrix is the only shoe with your footprint in leather—a built-in innersole that matches the customer's foot curve for curve. No wonder a Matrix customer is your customer for good!

. . . MATRIX SHOES

Made by the House of Heywood in Worcester, Mass., since 1864

Announce Fall Woolen Colors

NEW YORK—Winter Tints, reflecting subtle new variations of the off-white theme, and Autumn Pastels, interesting middle tones of definite character, play up the lighter side of the Fall color scale, as highlighted in the Confidential Advance Edition of the 1946 Fall Woolen Collection, issued by The Textile Color Card Association to its members. The former group includes French Champagne, a white vintage tint, Amber Blond, a honey version, White Smoke, a misty sky grège, and Cream Bisque, a muted blush cream. Interpreting the Autumn Pastels are Horizon Gold, Frost Aqua, Glory Pink, and Sunlit Green. Both of these ranges are expected to rate importantly as under-fur-coat colors, as well as for Southern resort and children's wear. The pale neutrals will also be smartly combined with black, brown, wine and other dark colors.

In decided contrast to the above pastel and off-white shades, it was pointed out by Margaret Hayden Rorke, managing director of the association, are the vibrant hues captioned. Colors of The Tropics. These comprise South-sea Coral, Rico Turquoise, Tahiti Orange, Carioca Green, Bali Lime, Cuba Rose, Exotic Sapphire and Aloha Red.

Following a harmonious new arrangement, the tone-on-tones in the basic color collection are grouped horizontally. Of new fashion significance in this basic range is the red vintage family, which includes California Burgundy and Rosy Wine. Blending with the former is Appleberry and with the latter Dusk Pink. Cherry Brandy, more purplish in cast, is a rich liqueur shade, paired with the lighter harmonizing tone, Clover Mauve.

Lively spice and condiment shades offer another color theme of major style interest for Fall and Winter. In this classification are Brown Rum, grouped with the lighter Mexican Spice. Paprika Rust, a henna version, and the blending Coral Flame, are of more orangy tonality. Sounding a neutral note are the Platinum Brown and Miami Beige. Considerable success is predicted for the green range in subtle yellowish renditions like Winter Olive and Green Sulphur, as well as in bluer types, such as the deep Rendezvous Green and its lighter counterpart, Nebular Green.

In the forefront of blues to come is Radar Blue, midway between royal and navy. Frosted Blue falls in a lighter color scale. A greenish undertone is reflected in Blue Cedar and the lighter blending shade, China Turquoise. Avenue Grey and Daybreak Grey add further to the prestige of Fall neutrals.

New

GRO-CORD "NAP-FINISH" FOR MEN'S SHOES AVAILABLE

Immediately

Stock No. (sole) 2005-Black, 2006-Brown, 2007-Red. (14 iron arch forward—12 iron shank)

Stock No. (heel) 2205-Black, 2206-Brown, 2207-Red. (⅜-in. —8 nails)

Right now . . . get the Gro-Cord soles and heels they'll all be asking for this summer. Velvety nap finish gives Gro-Cord composition soles new eye-appeal, new sales-appeal. In black, brown and red for men's sports . . . just right for brown and white summer shoes, too.

GRO-CORD RUBBER CO., LIMA, OHIO

Cable Address "Wospestin New York," for all export information The Westex Company, Inc., Gro-Cord Export representatives

here's how

GRO CORD

SOLES & HEELS

HELP SHOES SELL BETTER

GRO-CORD national promotion creates a ready-to-buy market for you. The famous trademark tells the Gro-Cord story to more than 8,000,000 potential customers in a sales-selected group of national magazines.

Nationally Advertised in

Blessings like these are often
THREE-FOLD . . .

BUT
THERE'S ONLY
ONE MRS. DAY

Biologists tell us that as the birth rate increases multiple births occur with a frequency almost in direct proportion. So, Mrs. Day's Dealers are going to see more twins and triplets in the ever increasing army of babies they'll have to fit this Spring. That's great news indeed for the already harassed dealers who must somehow manage to find shoes to fit them all! It's unfortunate at a time like this, that there's only *one* Mrs. Day, particularly since it seems as though each solicitous parent is asking for Ideal Baby Shoes by name.

Mrs. Day's production still remains definitely limited and the skilled workers who make Ideal Baby Shoes just can't keep abreast of the demand for them. But, Mrs. Day's Dealers continue to receive Ideal Baby Shoes on rigid, but fair quotas. This makes every pair they fit doubly important to them as merchants, as well as the foot health of the infant he fits.

MRS. DAY'S IDEAL BABY SHOE CO.
DANVERS • MASSACHUSETTS

1070 MERCHANDISE MART
CHICAGO, ILLINOIS

71 WEST 35th STREET
NEW YORK 1, N. Y.

Take-Home Pay, $1.25

Walter C. Roose, of the Marion Shoe Division of Daly Brothers, Inc., last Saturday celebrated the 51st anniversary of his connection with the shoe

WALTER C. ROOSE

business. Recalling his first day as a retail shoe salesman in Elkhart, Ind., Mr. Roose said the first job assigned to him when he reported for work was to shine and polish the brass cuspidors in the store. In the afternoon he waited on his first customer, an elderly lady. Following the instructions he had received, he fitted her neatly with a comfortable shoe, but she complained that it was too snug over the instep.

Walter asked one of the other salesmen what to do. "Oh put in a stretcher and ease it up a little," the salesman advised. Walter thought the shoe might require more easing than that, so he gave it the works, with the result that it split straight down the forepart. Much to his surprise the boss didn't scold him a bit. All he did was to deduct $2.25 from that first week's pay envelope, leaving Walter a dollar and a quarter out of his week's salary of $3.50.

"But I never split another pair of shoes from that day to this," Walter concluded.

Christian Schlenker

BUFFALO, N. Y.—Christian Schlenker, 84, who at one time owned and operated his own shoe factory here, where he manufactured fancy leather riding boots, died recently of a heart attack.

Mr. Schlenker, formerly employed in the shoe department of Sattler's department store, retired from there nine years ago after 31 years' service. During the war, however, he worked for the Benjamin Toma shoe store.

He was a member of the Greater Buffalo Retail Shoe Dealers' Association. His widow, two sons and a daughter survive.

Move to New Location

CALHOUN, GA.—The Chitwood Bootery, here, has moved to a new location in the Herington Building.

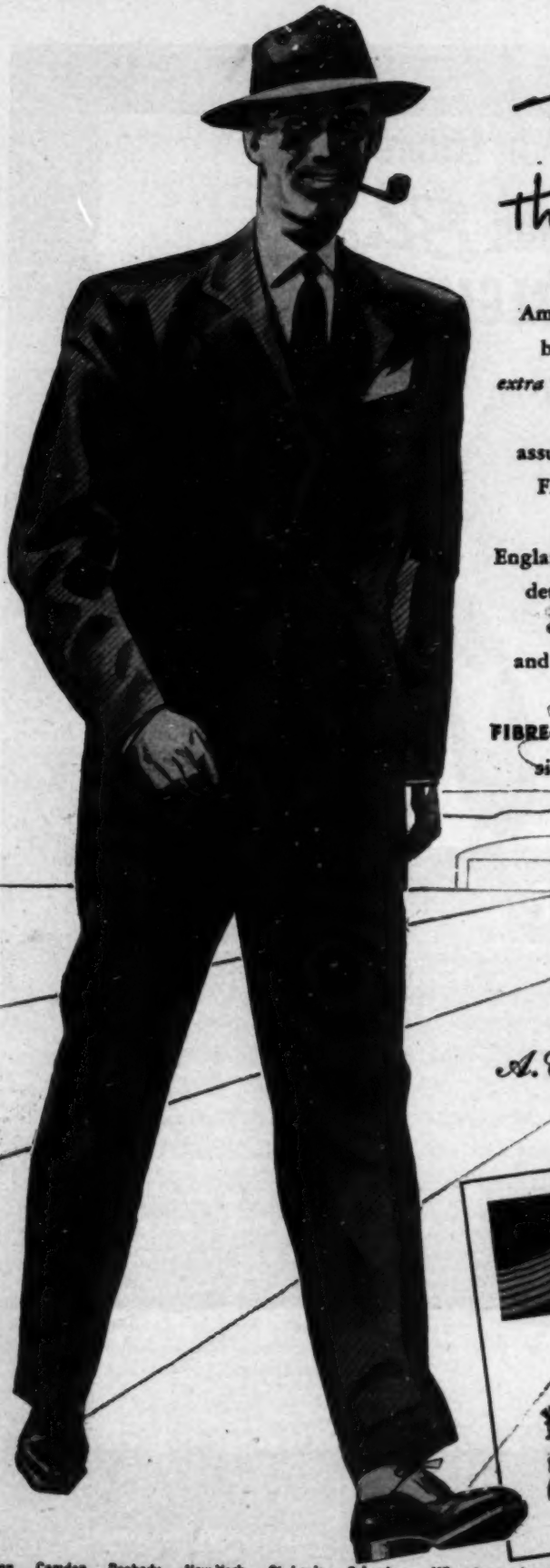
Rarely Duplicated, *Even* In Nature . . .

That Rich Lustrous *Black* You Find In AMALGAMATED . . . . *

For that rich, lustrous BLACK that Fashion says is "so right" and so important in Fall footwear, the manufacturer of fine shoes turns first to Amalgamated Charmooz. Charmooz Black is a quality difficult to describe and still more elusive to visualize. It's the result of a combination of "true onyx black" and a uniformly petal-soft, finely napped surface, equally unique in suedes. In this Charmooz "Depth Of BLACK" Fall suedes reach their ultimate in expression. Every pattern you are planning will be a richer-looking, more fashion-acceptable shoe in BLACK CHARMOOZ.*

* CHARMOOZ
Trade Mark
Reg. U. S. Pat. Off.

the AMALGAMATED LEATHER COMPANIES, WILMINGTON, DELAWARE



Rationing Proved their Inherent Value

Rationing was the proving ground that showed American customers the *real* value of buying better shoes . . . convinced them that there is *extra* value in the better leather soles on those shoes. And the *best* leather soles are *mated* for assured *even wear and flexibility* . . . England-Walton's FIBRE-SORTING starts shoes on the March of Wearability with superior matched soles. England-Walton's sorters have trained "insight" to detect slightest differences in the inner fibre construction of sole leather . . . resulting in retailer and customer goodwill towards those manufacturers who insist on FIBRE-SORTED soles . . . **FIBRE-SORTING** has meant an extra plus in sole leathers since rationing. In peacetime competitive markets, it offers a valuable selling feature.

ENGLAND-WALTON

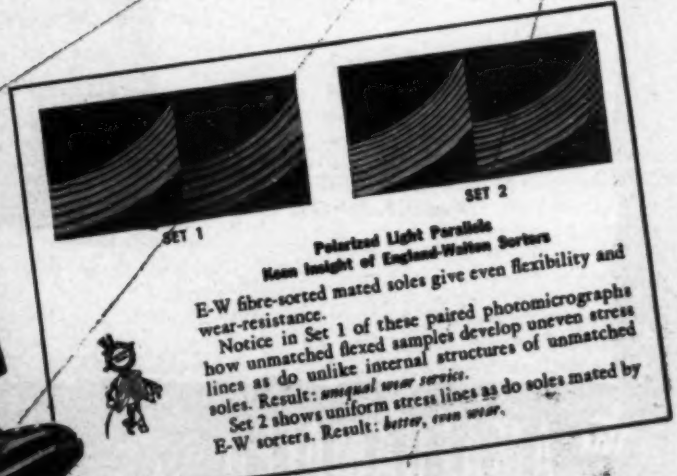
Fibre-sorted soles

Cut soles and sole leather

Pure oak bark tanned

ENGLAND-WALTON DIVISION

A. C. Lawrence Leather Company



Polarized Light Parallels Keen Insight of England-Walton Sorters

E-W fibre-sorted mated soles give even flexibility and wear-resistance.

Notice in Set 1 of these paired photomicrographs how unmatched flexed samples develop uneven stress lines as do unlike internal structures of unmatched soles. Result: *unequal wear service.*

Set 2 shows uniform stress lines as do soles mated by E-W sorters. Result: *better, even wear.*

Boston Camden Peabody New York St. Louis Columbus Milwaukee Los Angeles San Francisco Ashland, Ky. Newport, Tenn. Hazelwood, N. C.

Shoe News

RECORDER REVIEW OF CURRENT HAPPENINGS IN THE SHOE TRADE

Signs Point to Record St. Louis Show

Fall Style Openings This Month to Reflect Imaginative Originality, But Classic Designs Will Be Emphasized—Gabardines Will Be Seen in Profusion

ST. LOUIS, MO.—Over 75 shoe manufacturers from St. Louis and outlying districts will exhibit their new lines at the Fall opening here March 31st through April 3d. The showing, under the sponsorship of the St. Louis Shoe Manufacturers' Association, will be concentrated in the Lenox and Statler Hotels, with some firms exhibiting in their own showrooms or at other hotels.

According to Julian G. Samuels, of Samuels Shoe Co., president of the association, advance reservations for buyers indicate that the show will be "terrific." "Everyone seems very enthusiastic," says Mr. Samuels, "and we feel that this will be the biggest show St. Louis has ever seen in spite of the fact that shoes are hard to get and most of us don't need the business."

That shoes are scarcer today than at any time during the war period is the continual lament throughout the market. Some manufacturers say that the showing is more of a "formality" than an exhibit of really new lines.

Classic Lines Emphasized

In many cases there is a reluctance to show new patterns because ensuing demands will merely aggravate the condition of already limited production. With the demand concentrated on shoes—any shoes—rather than on style, most are continuing classic lines with a few new treatments that will afford maximum volume output. The leather shortage, so very acute here, will be reflected best at this showing by the profusion of gabardine shoes in almost every line. Predictions are widespread that retailers visiting the opening may find themselves in the old situation of compulsory gabardine buying, and although the potential styling genius of the St. Louis market is evidenced in numerous lines here, many manufacturers have found it necessary to limit their more high-style ideas to these garbardine shoes, to make them more "digestible" for merchants and consumers.

This does not mean the limiting of creative inspiration to non-leather shoes. On the contrary, for all the major high-style trends are echoed in the St. Louis market as well as much imaginative originality. Broader lasts, more closed-up vamps, new high-style treatments on low heels, higher platforms, silhouettes with the stamp of a fashionable simplicity, less adornment, more emphasis on a restrained type of glamour—all these trends will be seen in the Fall lines. But to a limited degree only. Platforms, for example, are voted number one style leader in the Fall fashion picture, but they will not be too plentiful for the simple production reason that making a platform shoe means sacrificing pairage volume. With demands for shoes at their peak in the history of the industry, many manufacturers are reluctant to slow up production for more high-styling.

Large Buyer Attendance Expected

Despite the limitations and the dismal prospects for increased pairage quotas, buyers are expected at the show in great volume, many en route to, or returning from, the New York showings to be held at the same time. Arrangements have been made to have hostesses and information desks at each of the hotels to direct visitors at the show.

The annual meeting of the St. Louis Shoe Manufacturers' Association will be held on March 21st, when new officers will be elected. Present officers who are directing arrangements for the show are: J. G. Samuels, Samuels Shoe Co., president; H. H. Rand, In-

[TURN TO PAGE 149, PLEASE]

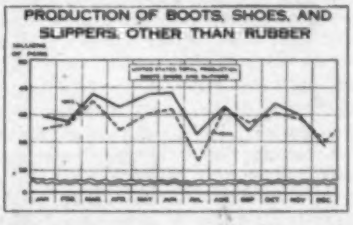
1946 National Shoe Fair, Chicago, October 27-31

NEW YORK — Arrangements have been completed with Chicago hotels which assure the holding of the 1946 National Shoe Fair in that city, Oct. 27 to 31, with headquarters at the Palmer House and the Morrison. Other hotels will participate.

The fair will be held under joint sponsorship of the National Shoe Manufacturers Association and the National Shoe Retailers Association, as it was in former years prior to 1945, when the event had to be omitted because of transportation restrictions. The show in October will therefore be the first postwar National Shoe Fair and in view of the general trade interest in new styles and merchandise, it is expected to be the biggest ever held. Details of plans and program will be announced later.

Drop in December Shoe Production

WASHINGTON.—Production of boots, shoes and slippers, other than rubber, amounted to 34,569,429 pairs in December, according to a monthly release



by the Department of Commerce, Bureau of the Census. This represents an appreciable drop from the November figure which was 39,997,954 pairs, and a slight drop from the December, 1944, figure of 35,366,205 pairs. Production for the entire year of 1945 was 483,738,546 pairs, a gain of 4.6 per cent over 1944.

Output of shoes for the government, including those for military and non-military uses, both men's, women's, athletic and other types, totaled 632,480 pairs, a decline from November, 1945, and a drop of over three million pairs from December, 1944. Total government footwear production for the year

[TURN TO PAGE 143, PLEASE]

Guild and Shoe Board Prepare for Buyers

Plans Furthered by Two Groups for New York Showings in April—Early Fall Styles to Be Presented

NEW YORK—Two New York manufacturing groups are completing plans for the influx of buyers expected during the first week of April to view early Fall styles. The Guild of Better Shoe Manufacturers is holding official Advance Fall Openings in members' show rooms. Members of the New York Shoe Board of Trade are showing unofficially at the same time.

This is the third in the series of five showings a year planned by the Guild when it was organized in January, 1945, to provide a year-round balance of production and distribution. The program allows for a closer coordination of fashions between high grade footwear and apparel, and makes possible a fuller realization of the advantage of advertising, display and publicity.

"The five times a year selling plan has proved its worth," Benjamin D. Schwartz of Schwartz & Benjamin, Inc., president of the Guild, said. "The two showings already held were convincing proof that this plan is the practical approach to the year-round production and distribution need of the shoe industry. The coming Advance Fall Showings of the Guild lines in April will prove equally as important to everyone concerned."

Among official Guild aims are the broadening of markets to encourage the sale of better shoes in towns and cities of all sizes; cooperating with store buyers and merchandisers in the buying, selling and promoting of better shoes for a clearer understanding of mutual problems; collective action on industry problems of mutual concern; and the education of American women to the fact that better shoes are the greatest value of their entire ensemble.

Asked if he thought it possible to merchandise high quality shoes in the same manner in which lower price shoes were marketed, Irving Grossman, sales manager of I. Miller & Sons, Inc., and vice-president of the Guild, said, "There is no question in my mind that the five shows annually plan develops a greater volume of business and profit in high grade footwear. Basically it is the logical and correct way to merchandise high fashions. A steady, moving market creates a two-way flow of fashion ideas for high grade apparel and accessory wear, as well as for footwear. Moreover, the inventories which are a natural result of the program have greater salability because of their varied fashion interest and better fitting qualities. It is unfortunate that this sound program got its start during abnormal times. However, I'm certain that manufacturers and retailers who accustom themselves to the Guild's buying schedule now will reap benefits in abundance when a normal market returns."

The openings will feature dark, midseason, airy shoes in dress and street types; shoe styles with the first touch of Fall; and back-to-school shoes.

The fifty-one members of the Shoe Board of Trade are showing unofficially during the first week of April, according to William Weinbrot, head of Mercury Footwear, Inc., and second vice-president of the Board. Twenty to 25 members will display in third and fourth floor rooms of the Hotel McAlpin. Those members of the Shoe Board who are also Guild members will display in their own showrooms. "We are showing for the convenience of buyers," Mr. Weinbrot said. "By displaying now at a centrally located place, we will save buyers time and the inconvenience of traveling back and forth across the city."

Test Your Boot and Shoe I.Q.!

Identification

The clues define or identify persons and things having to do with some familiar part of a shoe. Fill in the blanks, and score five points for each correct answer. 50 or above, congratulations! 40-50, you're doing fine; 30-40 is O.K., but if you don't get 30, you ought to go bare foot!

1. ***A common house plant:***
2. ***Kind of fish:***
3. ***Comic strip siren:***
4. ***A rind:***
5. ***Kind of orchestra:***
6. ***Wrestling hold:***
7. ***Language:***
8. ***Former Missouri Congressional District:***
9. ***Type of cooked potatoes:***
10. ***Vulnerable spot:***
11. ***Common vegetable:***

(Answers on Page 150)

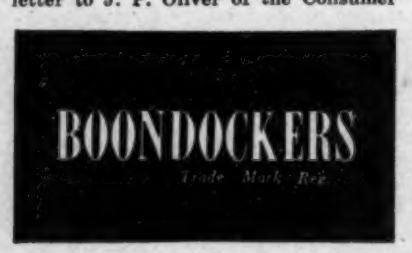
Claims OPA Exceeds Legal Authority

NEW YORK—The OPA has exceeded its legal authority by requiring cost absorption of prices approved under Section 3d of Amendment 24 (to SR14E to GMPR), says Edward Atkins, executive secretary of the Popular Price Shoe Retailers Association, in a recent letter to J. P. Oliver of the Consumer Goods Price Division of OPA. Section 3d provides a pricing method for shoes formerly priced under 2b and also for new shoes which manufacturers were unable to price under other sections of GMPR. Pricing under 2b was based on prices of the closest competitor and did not require OPA approval. Pricing under 3d is based on the direct cost of material and labor in a specific shoe, plus a percentage to cover other expenses and presumably allow a profit.

To make prices approved under 3d "fall in line" the OPA is calling 4½ per cent of the new price an increase and requiring that the manufacturer bill that amount of the price to the distributor as an OPA adjustment charge which the latter must absorb. Mr. Atkins contends that this is not a true increase, but "an accounting device contrived to permit the agency a piece of legal camouflage behind which to reduce mark-up under the guise of cost absorption. We contend that the Price Administrator has exceeded any authority ever vested in him by statute, court decision, or executive directive."

Furthermore, the absorption of 4½ per cent in connection with new shoe pricing may result in a punitive, retail loss of 10 or 15 per cent inasmuch as a retailer, in pricing a lower cost item by his MPR-580 chart, may find he must use a selling price that is 50 cents or a dollar below his former retail price even though his cost was reduced only by 4½ per cent.

It is obvious, Mr. Atkins continues, that "elimination of cost absorption in connection with 3d pricing could not increase prices since 3d pricing is a formula for pricing *new* shoes. It is urgent that OPA permit retailers to price such shoes either under present MPR-580 rules or by an alternative method of applying average category margin to cost. This action should be taken immediately."



Houston Store Remodeled

HOUSTON, TEXAS.—The Florsheim Shoe Store has announced the completion of a remodeling and enlarging program that will allow the accommodation of 25 per cent more customers.

The store's interior has been redone in a natural oak finish, selling space has been enlarged, more basement space has been added, background of display windows has been refinished and a hosiery bar added.

To Open New Store

BEAUMONT, TEXAS.—A modernization program to cost approximately $5,000 for Vo-craft, a new shoe store to be established in Beaumont by the Vogue Shoes, Inc., of Houston, has been announced here.

Vo-craft will occupy the building formerly occupied by Paul's Shoe Store after the building is remodeled. Charles Able, a well-known shoe man in Beaumont, will be manager of Vo-craft.

BEN ORLICK

NEW YORK'S LIVE WIRE

AT ONCE DELIVERY

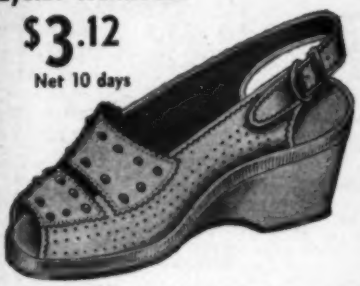
Miami's Best Selling Play Shoe

California Process

Eyelet Nailheads

$3.12

Net 10 days



18 or 36 pair lots — SIZES 4/8 or 5/9

1711 Smooth White Leather
1716 Plastic Patent Leather
1712 Brown Elk Leather
1713 Beige " "
1714 Blue " "
1715 Red " "

134 W. Broadway, New York 13, N. Y.

Hold Annual Dinner Party

ALLENTOWN, PA.—The Farr Shoe Company's annual dinner party for employes, held recently at the Elks Club, was attended by 130 employes from the four stores in this city, Bethlehem, Easton and Reading.

Elizabeth A. Bush, specially honored for her years of service with the firm, told of some interesting happenings in the early history of the business. A telegram of greeting was read from Harvey L. Farr, president, now in Texas with Mrs. Farr.

Henry W. Benner, general manager, was one of the principal speakers. James A. Gray, manager of the Easton store, was master of ceremonies.

In charge of arrangements were Sara C. Rudolph, Gerda Fenstermacher, George Laros, Franklin S. Weaver, of the Allentown store; Telford T. Horn, manager of the Bethlehem store; James A. Gray, Easton manager, and Alvin B. Rahn, manager at Reading.

BOONDOCKERS

Trade Mark Reg.

Veteran Joins Block's Stores

SEATTLE, WASH.—Robert Block has joined Block's Shoe Stores, Inc., as assistant to the merchandise manager.

ROBERT BLOCK

He will aid in the purchasing and merchandising of hosiery, bags, gloves and findings.

Mr. Block recently returned from sixteen months of service with the 20th Air Force in the Marianas, Iwo Jima and Japan, where he edited the 20th Air Force magazine, *Bomb Rack*. He is the son of Max H. Block, founder and president of Block's Shoe Stores, Inc.

The chain was sold in 1945 to the Schiff Company of Columbus, Ohio, and operates as a wholly owned subsidiary.

Knickerbocker to Speak At Boston Dinner

BOSTON, MASS.—"H. R. Knickerbocker, noted globe-trotting correspondent, will be the guest speaker at the 326th dinner meeting of the Boston Boot and Shoe Club on March 20th," according to Francis C. Donovan, club president. This meeting will be held in the Imperial Ballroom, Hotel Statler, with Mr. Donovan presiding as toastmaster.

Mr. Knickerbocker will talk on "America's Tomorrow," dealing with the position of the United States in the world of today and of the future.

Meeting Date Changed

NEW YORK—The annual meeting of the Association of Popular Price Shoe Retailers, originally planned for March 19, in New York, will now be held at the Copley Plaza, Boston, on April 10, according to Edward Atkins, executive secretary. The change was made for the convenience of members who will be attending the Boston Shoe Show during the week of April 8, Mr. Atkins said.

Designed to coordinate with the Sportswear of 1946

AMERICA'S NUMBER ONE ROPE SOLE

MY GAL SAL

Colors: White uppers—with contrasting stitching
Red uppers—with contrasting stitching
Black uppers—with contrasting stitching
Wheat uppers—with contrasting stitching
Rust uppers—with contrasting stitching
Green uppers—with contrasting stitching
Yellow uppers—with contrasting stitching
Material: Raffia Jute woven
Sole: Cord
Price: $3.60
Sizes: 36 Pair Case Lots Only
M and M — 12-24 — 18-18

MY GAL

Colors: Red and blue, red and white, red and black, green and black, blue and white, green and white, brown and white, rust and brown, red, yellow and blue, all red, yellow, blue, green, cream.
Solid color wedge and ball strap.
Material: Jute Raffia woven
Sole: Cord
Price: $3.10
Sizes: 36 Pair Case Lots Only
M and M — 12-24 — 18-18

Be sure to see Ropecraft April 1st Show Week

RopeCRAFT

HOTEL VANDERBILT
Park Avenue at 34th Street
New York 16, N. Y.

No. A200 CUSTOMER CHAIR...Selected beechwood. Graceful arms...securely bolted. Patented "no-sag" spring construction. Blonde wood finish. Choice of red, green or dark blue. "Textileather" upholstery . . . $11.50 each.

No. A501 FITTING STOOL... Matches chair. Rubber covered footrest. Blonde wood with choice of red, green or dark blue "Textileather" upholstery .... $7.95 each.

No. N87 FITTING MIRROR... Matches chair. Has large 12"x18" crystal clear mirror. Finished wood back ..... $7.25 each.

KORRECT-WAY *Displays*

DIVISION OF AMERICAN FIXTURE & MFG. CO.

2300 LOCUST • ST. LOUIS 3, MO.

DISTRIBUTORS IN ALL PRINCIPAL CITIES

Prima Ballerina

...BALLET CASUALS

by Prima

True ballet slippers adapted to outdoor wear. Custom made, hand lasted. Featuring patented "Rhythmic Balancer" — invisible air-foam walking sole. All leather, hand made, nylon sewed. Featured in leading fashion magazines. First playshoe to be made of doeskin.

Distinctive packaging.

Price—Glove kidskin, red, white, black $2.50
Style number (12)

Doeskin, black, red, blue, green, gold $2.75
Style number (13)

Size—3 to 9, medium width, full sizes

Packed—36-pair cases

Terms—Net 30

PRIMA

THEATRICAL CO.

Columbus 15, Ohio

Makers of Quality Footwear since 1931

NESLA Commended for Shoe Market Week

Governor Maurice J. Tobin discusses plans for New England Shoe Market Week, with (left to right) T. Kenyon Holly, chairman, and Maxwell Field, secretary-manager of the New England Shoe Market Week, sponsored by the New England Shoe and Leather Association.

BOSTON, MASS.—Maurice J. Tobin, Governor of the Commonwealth of Massachusetts, in a recent personal interview with T. Kenyon Holly, chairman, and Maxwell Field, executive manager of the New England Shoe Market Week sponsored by the New England Shoe and Leather Association, from April 7 to 11, expressed his interest in the program and commended the association for its efforts in planning, organizing, and operating the shoe and leather fair.

"The people of Massachusetts," said Governor Tobin, "and more especially our people who are employed in this great industry, in which we are the leaders, fully appreciate the importance of this fair and are grateful for the efforts to provide this region with its full share of the shoe and leather business."

An all-time production high of 550,000,000 pairs of shoes in 1946 is the prediction made for the entire shoe industry by Maxwell Field, secretary-manager of the Market Week.

Such greatly increased shoe production has the twofold aim of taking care of the demand for footwear created during the war period and of bringing shoe inventories back to normal levels. At the present time, says Mr. Field, the stock of shoes on hand is 50 per cent less than in pre-war days.

The New England shoe industry, Mr. Field says, accounts for more than 35 per cent of all shoes made in the United States, and throughout the country some 175,000 workers are now employed in making shoes, plus 40,000 men occupied in allied trades. For the shoe industry this figure is 50,000 workers short of pre-war days and 15,000 fewer leather workers than normally employed. The New England shoe men's goal in 1946, as outlined by Mr. Field, is well above even the record-breaking production of 1941 when in New England approximately 170,000,000 pairs of shoes were produced. To achieve this 1941 production, 60,000 shoe and 15,000 allied workers were employed.

"Shoe buyers from every state in the union," says Mr. Field, "center their attention on the styles New England manufacturers are producing. During New England Shoe Market Week some 3000 shoe buyers and salesmen are expected in Boston."

Let's Gay Socks Peek Through

Transparent saddle of plastic gives novel effect when clever shoe shown in this ad is worn with colorful plaid or bright pattern socks.

More Fabric for Rubber and Canvas Vulcanized Footwear

WASHINGTON—In a joint action to avert the possible shut-down of rubber and canvas footwear production because of the critical shortage of cotton textile fabric, the War Assets Corporation and the Civilian Production Administration on March 7 channeled 626,000 yards of surplus cotton sheeting and drill to the industry.

In order to channel the fabrics directly to the manufacturers of rubber and canvas footwear, CPA issued Directive 14 to PR-13 (effective March 6, 1946) which permitted the sale of the material direct to the industry upon certification to WAC and CPA that (1) the purchaser is a manufacturer of rubber and canvas footwear; and (2) the fabric obtained will be used only for the manufacture of rubber and canvas footwear of vulcanized construction.

Meeting with the industry, determination of the policy to be followed, the establishment of quantities to be allocated, completion of the necessary legal procedure, notification to the companies and the WAC regional offices were completed within four days, the agencies pointed out.

"This rapid action should make it possible for the industry to maintain production of rubber and canvas footwear through March and early April when it is expected that cotton textiles from new industries will be available" the agencies said.

WAC has notified its Atlanta and New York regional offices—where the fabrics are located—to make immediate deliveries of the allocated quantities to the qualified purchasers upon receipt of certified checks.

THE Packard SHOE

THE Packard SHOE

Frederick and Nelson Planning Expansion

Section of the proposed children's shoe department included in plans for an expansion and modernization program recently announced by Frederick & Nelson. Note roomy floor arrangement and novel displays designed to make the department more attractive to children.

SEATTLE, WASH.—One of the largest shoe operations on the Pacific Coast is envisaged in a $5,000,000 expansion and modernization program announced recently by Frederick and Nelson, Seattle division of Marshall Field & Company. Work on a $2,000,000 phase of the project will start immediately.

A substantial increase in floor space for shoes has been allotted and quality brand lines will be expanded. An exclusive footwear salon with lavish decoration and appointments will be provided for fine women's shoe lines with ample space for leisurely shopping. The department for popular-priced lines also will be enlarged.

Men's shoes will be carried in a separate section of the Men's Store. Realizing the aversion men have for battling their way through crowds of milling women shoppers, the new Men's Store will be completely separated from the feminine sections.

The Frederick and Nelson expansion program is one of the largest yet announced in the Pacific Coast postwar retailing field. Improvements will be so extensive that the new program will represent virtually the building of a new store at the present location, but will be accomplished without closing the store, or seriously disturbing operation of a single department. Construction will start immediately on part of three floors; removal of the freight concourse to the basement to increase main-floor space by 20 per cent, and installation of escalators and new high-speed elevators are part of the first phase of the project. The second phase, decision on which will be deferred until next year, will call for completion of the new upper floors.

Massed merchandising will be replaced wherever practical by intimate specialty shops, actually quality stores within the store. Among other changes are new daylight-type illumination and a washed and filtered air system on the main floor, later to be extended to other floors in the second phase of the program.

The first phase of the department store expansion requires approximately two years.

A CLASSIC TOE PROFILE—WITH CELASTIC

Classic or casual, high style or staple — wherever a hard box toe is required — Celastic answers the need of the shoe manufacturer for careful definition of toe outline. It's the responsiveness of Celastic to the toe lines of the last, its structural strength, that make Celastic important to toe styling.

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

ROMPS
FOR PLAYTIME ROMPING

You'll like the graceful styling of these beautiful ROMPS — and so will every high school and college miss, or any other feminine searcher for smooth-fitting smartly styled footwear for casual wear and playtime romping. ROMPS bear evidences of higher skilled craftsmanship and more than twenty-five years of manufacturing experience.

THE **BLOOM-EASE COMPANY**
MANUFACTURERS
MINNEAPOLIS, MINNESOTA

Romps PLAY SHOES

The Bloom-ease Slipper

$35.85 GROUP COMPLETE

SHOES SELL FASTER
WITH DISPLAYERS

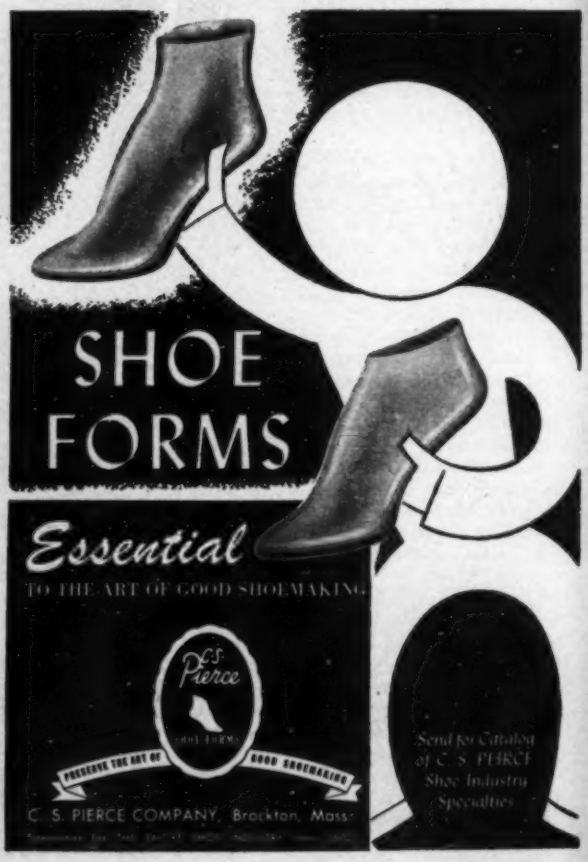
Here are proved sales producers. This attractively finished frosted oak Shoe Group No. 169 consists of . . .

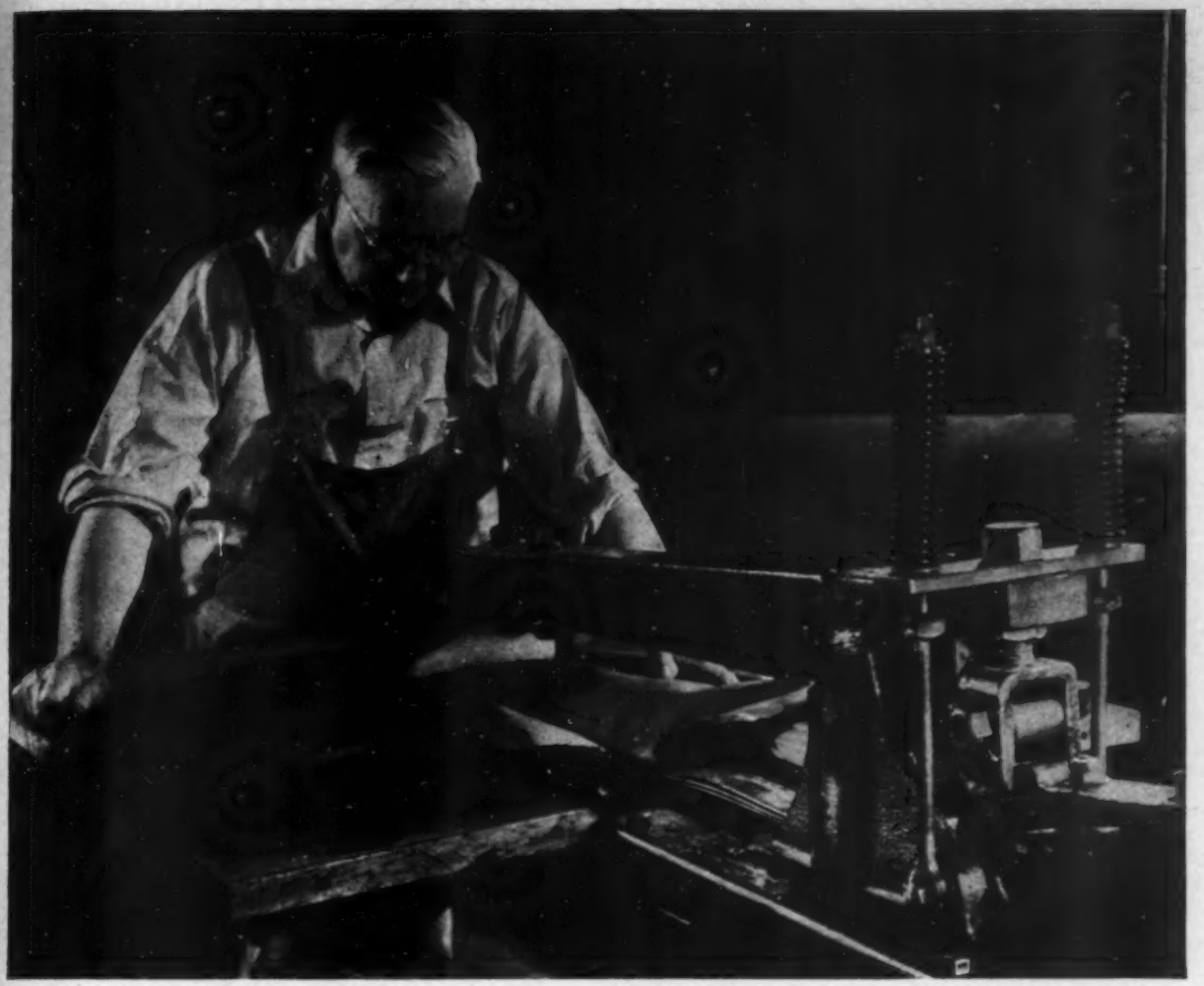
2 No. 92-486 12″ stands
2 No. 92-486 18″ stands
2 No. 92-486 24″ stands
1 No. 1530 9″ table
1 No. 1531 16″ table
1 No. 1532 20″ table
(Furnished with 10″ round glass)

Write today for the New Darling Catalog 175 of the latest in Composition, Papier-Mache and Wood Displays.

L. A. DARLING COMPANY • BRONSON, MICH.
NEW YORK DISPLAY ROOMS — 47 WEST 34th STREET

DARLING
The Name To Think Of First In Display





There is no substitute for time

DOWN through the ages the tanning of leather has always required skill, craftsmanship—and time. Involving as it does the gradual, systematic, chemical change-in-character of a product of nature, the time element required cannot be appreciably reduced.

At present our facilities are engaged in filling our orders on hand as quickly as possible, consistent with the time essential to maintaining our standards of quality. As time goes on, and prior commitments are filled, more and more American Leathers will again become available for American shoe manufacturers.

AMERICAN HIDE AND LEATHER COMPANY

Boston

X-RAY SELL-E-VISION MODERNIZES YOUR SHOEMANSHIP . . .

When your customers try on new shoes, do you ask, "How do they feel?", or do you say, "Let's SEE how they FIT". These two sentences express the difference between old fashioned rule-of-thumb fitting methods and modern X-Ray Sell-e-Vision. Yes, X-Ray Shoe Fitting is as modern as television and, in your business of selling shoes, a lot more practical. But modern as it is . . . X-Ray Fitting has been proven by years of success in shoe stores and departments throughout America.

If you want to give your sales staff every modern advantage in salesmanship equip them for Sell-e-Vision in Shoemanship. Arrange to install an X-Ray Shoe Fitter in your store or department just as soon as possible.

Ask Your X-Ray Representative..

One of the shoe salesman who calls on you is an authorized X-Ray Shoe Fitter, Inc., Representative. He can tell you about howsoon you will be able to get an X-Ray Shoe Fitter . . . if you act promptly!

X-RAY SHOE FITTER Inc.

3523 NORTH PALMER STREET

MILWAUKEE 1 WISCONSIN

Dates to Remember

Shoe Show, Tri-State Shoe Travelers, Hotel Statler, Buffalo, N. Y. March 17, 18, 1946

Monthly Shoe Show, Shoe Travelers Association of Chicago, Hotel Morrison, Chicago, Ill. March 25, 26, 1946

St. Louis Fall Openings, St. Louis Shoe Manufacturers' Association. March 31-April 3, 1946

Monthly Shoe Show, Michigan Shoe Travelers Club, Hotel Statler, Detroit, Mich. April 1, 2, 1946

Advance Fall Openings, Guild of Better Shoe Manufacturers, New York City. Week of April 1, 1946

Boston Shoe Market Week, New England Shoe and Leather Association, Boston, Mass. April 7-11, 1946

Advance Showing, Fall and Winter Styles, Boston Shoe Travelers' Association, Parker House, Boston, Mass. April 8-12, 1946

Midwestern National Shoe Travelers' Association, Paxton Hotel, Omaha, Neb. April 20, 21, 22, 23, 1946

Shoe Show, Northwestern National Shoe Travelers' Association, St. Paul Hotel, St. Paul, Minn. April 27, 28, 29, 30, 1946

Spring Show, Central States Shoe Travelers' Association, Muehlebach and Phillips Hotels, Kansas City, Mo. April 28, 29, 30, 1946

Shoe Manufacturers' Fall Opening Hotel New Yorker, New York City. April 28-May 2, 1946

Southeastern Shoe Travelers' Fall Showing, Sheridan Bon Air Hotel, Augusta, Ga. May 5, 6, 7, 8, 1946

Fall Shoe Show, Southwestern Shoe Travelers Association, Adolphus and Baker Hotels, Dallas, Texas. May 6, 7, 8, 9, 1946

24th Annual Sales Convention, Indiana Shoe Travelers' Association, Shrine Temple, Indianapolis, Ind. May 12, 13, 1946

Iowa National Shoe Travelers Association, Hotel Fort Des Moines, Des Moines, Iowa. May 12, 13, 14, 1946

Fall Shoe Show, Pennsylvania Shoe Travelers' Association, William Penn Hotel, Pittsburgh, Pa. May 18, 19, 20, 21, 1946

Foot Health Week. May 18-25, 1946

Fall Shoe Show, Mid-Continent Shoe Travelers Association, Skirvin Hotel, Oklahoma City, Okla. May 19, 20, 21, 1946

Shoe Show, Associated Shoe Travelers, Plankinton Hotel, Milwaukee, Wis. June 9, 10, 11, 1946

Arthur B. Woodman

PROVIDENCE, R. I.—Arthur B. Woodman, Western sales manager of Everett & Barron Company, died in his home in Denver last month. He had been with the company for twenty-four years. Mr. Woodman was 68 years of age.

Designed to coordinate with the Sportswear of 1946

ESPADRILLE

Colors: White with red, blue, rust, or green binding, lacing and heel covering.
Red, blue, rust or green with contrasting binding, lacing and heel covering.
Material: Fabric
Sole: Leather
Price: $2.35
Sizes: 36 Pair Case Lots Only
N and M — 12-24 — 18-18

BALLERINA

Colors: Black, white, rose-red, Alice blue, lime, rust.
Material: Fabric, white, rose-red, Alice blue, lime, rust
Leather Grain Calf, white, black, red, brown, blue
Sole: Leather
Price: Fabric $2.25, Leather $2.85. For Rope-Cord sole add 25c
Sizes: 36 Pair Case Lots Only
N and M — 12-24 — 18-18

Be sure to see Ropecraft April 1st Show Week

RopeCRAFT

HOTEL VANDERBILT
Park Avenue at 34th Street
New York 16, N. Y.

Arnold Joins NESLA Staff

BOSTON, MASS.—The newly-created Research Bureau of the New England Shoe and Leather Association will be headed by S. Leonard Arnold, it has been announced by Maxwell Field, executive vice-president of the association. This bureau will provide association members with vital information on employment conditions, wage rates and government labor matters.

Mr. Arnold comes to the association with a background of both government and industrial experience. A native of Worcester, Mass., he holds the degrees of Bachelor of Arts and Master of Arts in Labor Economics. Upon completion of his academic training, he was appointed economic analyst with the U. S. Department of Commerce at Washington, working primarily in the labor field. He later became affiliated with the U. S. Department of Labor.

After the outbreak of war, Mr. Arnold went on active duty as an officer in the United States Naval Reserve. Serving aboard destroyers, he saw much action in the Atlantic and Mediterranean theaters and participated in the invasion of France. After an honorable discharge from the service, Mr. Arnold became a labor consultant to industrial concerns, and is now devoting his full time to the New England Shoe and Leather Association.

Drop in December Shoe Production

[CONTINUED FROM PAGE 133]

was 42,499,088 pairs, a decline of 5.8 per cent from 1944.

Men's shoe production in December reached 7,071,382 pairs, a slight drop from the preceding month, but a sizable increase over December, 1944. The figure includes both dress and work types. Production for the twelve month period came to 68,329,170 pairs, a reduction of 2.4 per cent from the previous year.

Output of youths' and boys' shoes totaled 1,429,017 pairs in December, a very slight drop from both November, 1945, and December, 1944. Output for January through December was 15,902,684 pairs, a decline of 7.3 per cent from the same months of 1944.

Women's shoe production amounted to 14,450,750 pairs in December, representing approximately the same amount of loss from last month as it does gain over December of last year.

BOONDOCKERS
Trade Mark Reg.

LASTS are Fashion

STERLING realizes the importance of lasts in developing shoes for this reconversion period.

Sterling is making every effort to improve the delivery of lasts to the many manufacturers who have favored them with their patronage.

Now more than ever *"lasts are important in fashion—and in fit"*

STERLING LAST CORP.
America's Foremost Fashioners of Lasts
335 EAST 27TH STREET, NEW YORK
Boston Office, 210 Lincoln Street

Sterling Lasts obtainable in the following countries:

CANADA — Canada Last Co., Preston, Ont.
ENGLAND — Mobbs & Lewis, Ltd., Kettering
AUSTRALIA — G. N. Raymond Pty. Ltd., Melbourne

FOOT TROUBLE

7 IN 10 OF YOUR CUSTOMERS HAVE IT. WHY LET THE FINE PROFITS OF THESE MANY POTENTIAL SALES GO TO OTHERS?

Your problems are many these days. You're short of help, handicapped by scarcities. Never was it more important to you to take fullest possible advantage of every avenue of profit open to you.

Relieving your customers' foot troubles is a rich source of EXTRA profits for you. 7 out of every 10 have them. They want relief. While you are fitting them with shoes is the opportune time to bring up the question of foot troubles. These sales properly belong to YOU. If you don't make them someone else WILL.

So, resolve right now to make the most of these many profit opportunities by stocking up on the necessary Dr. Scholl's Foot Comfort* Remedies, Appliances and Arch Supports to meet every common foot trouble need.

The investment is nominal, your turnover frequent. And with nationally advertised Dr. Scholl's you have what all America *knows* is the best.

Send for our new catalogue.

FREE HOME STUDY COURSE
It teaches you how to render Dr. Scholl's Foot Comfort Service. Very easy to master. Yours for the asking. Write for details TODAY.

*Trademark Reg. U. S. Pat. Off.

Foot Relief Profits Can Pay Your Rent!

THE SCHOLL MFG. CO., Inc., 213 West Schiller St., Chicago · 62 West 14th St., New York

Mother and Son Operate New Shoe Store

The Co-Ed Store, featuring girl's and women's shoes, is owned and operated by a mother and son, Helen and Emanuel Zerega.

SEATTLE, WASH.—The Co-Ed Shoe Store for girls and women has been opened in the University section of Seattle by Helen and Emanuel Zerega, mother and son, who previously operated the shoe section of Draper's Department Store, Yakima, Wash.

Walls and ceiling are in green and white with contrasting drapes and carpet. An unusual display corner contains furniture upholstered with white leatherette.

West Coast Travelers Add to Membership

LOS ANGELES, CAL.—New members recently elected to the West Coast Shoe Travelers' Association are: J. M. Hieshetter, Scholl Mfg. Co.; Paul Kirsh; Ernest Louis Schmitt, Bata Shoe Co.; Saul Berner; Arnold L. Rubin, Shields Slipper Co.; Phillip Copland, Arizona Shoe & Furnishings; Jack Bunday; Cecil Oppenheim, Brown Shoe Co.; A. J. Goehner, A. J. Goehner & Son; M. S. Rifkin, M. S. Rifkin Shoe Co.

J. R. Reed, Holland-Racine Shoes; Walter N. Schaub, of Portland, Ore., Roblee Division, Brown Shoe Co.; Charles S. Strahl, accountant for the shoe trade; P. B. Wolper, Werbin Shoe Co.; Peter Sbicca, Sbicca of California; Richard A. Heider, Carlisle Shoe Co.; Max Raifman, Martin Lee Shoe Co., and Michael M. Osser, Martin Lee Shoe Co. of Los Angeles.

Erecting Store in Suburb

BELLFLOWER, CALIF.—A new shoe store is being erected at 429-431 Bellflower Avenue, here, in suburban Los Angeles, for Leeds Shoe Company, of 737 South Broadway, Los Angeles, a statewide retail shoe chain. The new outlet will provide 3583 square feet of floor space.

Dermody Named Assistant Manager

CHICAGO, ILL.—After two and a half years as divisional manager of all shoe departments in Sears, Roebuck's State Street store, George T. Dermody has

GEORGE T. DERMODY

been appointed assistant national shoe retail sales manager of the entire chain. He will be assistant to Michael F. Lynch at Sears' general offices.

Taking over his former position at the State Street store is Frank Hatfield, who until now had been divisional manager of the shoe departments at the Irving Park unit. The latter position will be filled by Richard Vlaha, who had been manager for a number of years of the Oak Park unit of Maling Bros. shoes.

Another change in the State Street unit of Sears' is that of Harry Goldstein, who now takes over the position of assistant manager of men's shoes after having held a similar position in the women's footwear section. I. Mendelsohn, who was formerly in the men's department, has been transferred to the Los Angeles store as manager of the men's shoe department there.

Kenneth Keith has been made assistant manager of the women's and children's shoe departments at the Irving Park store, replacing James Dolly, who has been transferred to the building material department. Mr. Keith recently returned from the Navy. Prior to his war service he had been with Sears as a shoe salesman.

Mid-Summer Shoe Fair To Be Held in Chicago

CHICAGO, ILL.—Plans are now under way for the big mid-Summer showing of footwear under the auspices of the Chicago Shoe Travelers' Association to be held at the Morrison Hotel May 4 to 7. Everyone anticipates that by that time the shoe industry will have received some relief both in supplies and labor and on that basis, the hope is that this show will prove to be one of the largest the association has ever held. Arrangements have been made with the hotel to use six floors for showrooms, and officers believe there will be a large number of exhibitors.

Particular emphasis will be given to manufacturers' lines, rather than to jobbers. A wide variety of styles and materials is anticipated with rather more emphasis upon higher grade lines. If conditions in the industry improve as is hoped, there is reason to believe that a great diversity of merchandise will be offered and that prompt deliveries can be effected.

BOONDOCKERS
Trade Mark Reg.

The Aristocrat of Huaraches

"OAXACO" style

$2.00 per pair wholesale f. o. b. Laredo, Tex.

- Hand Made in Old Mexico!
- Full Grain Steerhide — Uppers, Soles and Heels!
- Natural Colors!
- Superior Quality!
- Sizes 3 to 8

A Huarache of Outstanding Quality

First-line quality that will impress the most discriminating purchaser as quickly as it will the more casual shopper! Made of top-grade material—the finest to be found in Old Mexico—and fashioned by skilled craftsmen who put many hours of careful workmanship into every Huarache they make. The kind of true quality you will quickly see and approve.

Clip Coupon

ORDER BLANK

JACK SCHAEFER & ASSOCIATES
1120 S. Hope St., Los Angeles 15, California:

Send me _____ cases of Oaxaca Huaraches at $_____
(Packed 36 to case)

Name _____

Address _____

Mail Now!

Shoe Store Remodeled

DETROIT, MICH.—The Joseph Jaglowicz Shoe Shop has embarked upon its own reconversion program. Both the interior and exterior of the store have been redesigned and redecorated using new plastic materials and fluorescent lighting. Backgrounds and color schemes have been done over. In addition one-third of the floor space is now devoted to the ladies' handbag department which is one of the largest in the state.

The store has been located here for 45 years.

LION SANDALS "King of 'em all"

The return of Lion Luggage Company to the manufacture of sandals has been greeted with enthusiasm far beyond our greatest expectations. At the end of a few short months, we find that we have not been able to satisfy the demand for Lion Sandals. The opening of many new accounts must, of course, be held in abeyance until such time as our production has been increased. We pledge, however, that just as soon as expanded production permits, these new accounts will be added and carefully serviced.

LION LUGGAGE CO. 123-125 BLEECKER ST., NEW YORK, N. Y.

Store-Within-a-Store in Troy

Shoe sales on the street floor at Frear's, Troy, New York. White oak is used for furniture and backgrounds; chairs are upholstered in blue leather, and carpeting is maroon. Note the large amount of space given to displays.

TROY, N. Y.—It pays to lease floor space for a "store within a store" in the town's leading department store. Frear's Street Floor Shoe Salon, leased from Frear's, department store, here, was opened for business five months ago and to date shoe sales are running 35 per cent ahead of the anticipated schedule.

The sales record came from having the main aisle of the main floor of one of the main stores in town at a choice downtown location devoted to shoes, according to C. F. Debonis, manager. The store covers a floor space of 40 feet by 15 feet and presents a well-lighted appearance in a setting of white oak. The chairs are of white oak with blue leather cushions, and blend with a floor covered by a maroon rug.

Shadow display cases departmentize a number of brands, with "leisure slippers" inviting the customer. Trade names are embossed with giant red letters on the white oak background.

Immediately below a side entrance, the accessibility of the shoe store is featured in a plan to make the business a "street shop." About 3,500 pairs of shoes are in stock. Aside from displays of five or six pairs in shadow boxes, these shoes are contained on 200 feet of shelves eight feet high, behind display cases.

Prices range from $5.50 to $7.95 and, with the opening of the store, a heavy newspaper advertising campaign was launched. The store is one of four stores leased as "stores within a store" by J. T. Huff. Others are in Schnectady, Poughkeepsie and Torrington, Conn.

Although the location is the main sales developer, the high reputation of Frear's also boosts sales, Mr. Debonis stated.

Allied Products Houses To Show in Boston

BOSTON, MASS.—"A large number of companies in the allied trades have reserved display space at the New England Shoe Market Week which will be held in Boston on April 7-11th," according to Maxwell Field, executive vice-president of the New England Shoe and Leather Association, sponsors of the show.

Reservations have been received from shoe machinery firms; plastic soles and rubber products houses; fabric companies; shoe supply companies; novelties; shoe materials and polishes.

"Shoe manufacturers and buyers attending this great national shoe showing will see on display many important post-war developments in shoe processes and materials as perfected by these and scores of other companies which will exhibit their lines in Boston the week of April 7th," said Mr. Field.

WILLIAM ISELIN & CO., INC.
FOUNDED 1802

Our factoring service makes it possible for the shoe executive to devote full time to production and selling activities—the real source of profits.

Inquiries invited

Factors...
for Manufacturers and Selling Agents of Shoes, Leather and Allied Products.

357 Fourth Avenue NEW YORK

Branch Offices
LYNCHBURG, VA. GRAND RAPIDS, MICH. LOS ANGELES, CALIF.

D. S. Cohen Heads Shoe Board of Trade

NEW YORK.—David S. Cohen, head of M. Cohen & Sons Shoes, Inc., has been elected president of the Shoe Manufacturers' Board of Trade, succeeding

DAVID S. COHEN

Benjamin D. Schwartz of Schwartz and Benjamin, Inc.

Mr. Cohen was nominated unopposed last month. He is currently on a business trip in South America and was elected in absentia.

Other officers are Morris Delman, first vice-president; William Weinbrot, second vice-president; Andrew Geller, treasurer; John L. Jerro, assistant treasurer; and Charles Lilian, secretary.

The board of directors includes Benjamin D. Schwartz, Moe Gingold, Morgan Grossman, Louis Friedman, Charles Fox, Jerome Altschul, Joseph Starr and Frank Faleck.

Whites in Demand At Chicago Show

CHICAGO, ILL.—With 91 exhibitors showing lines at the February show of the Chicago Shoe Travelers, there was considerable activity on the floors of the Morrison Hotel. There were more "new" buyers in evidence than ever before. Representatives of some of the country's largest stores came in the hope of "picking up a line" to fill the gaping shelves in their stores. However, they were largely doomed to disappointment for, in the main, available lines were very limited. There was a special search for men's shoes, notably in russet and tan. Although several men's wear houses had showrooms, they literally had nothing to offer the retailer at this time. Shoes selling in the $6 to $8 range were particularly asked for.

Another big demand was for women's white shoes—either all-white or two-tone spectators. Since both white buck and smooth leathers are practically unobtainable, few of these were to be had for the stock-hungry buyers. Those houses specializing in play shoes showed a number of gabardines—platform soles of fabric, etc. Where they could be had in white they were promptly ordered. With Easter not far distant, navy blue was also in big demand. Here, too, the navy gabardine was accepted as a satisfactory substitute since most retailers are very low on this popular Spring color. In novelty shades red has always been the big seller with green a very poor second. At this show shoe men were surprised at the sudden spurt which green took. All orders in this category of merchandise included a more-than-generous sprinkling of greens. This was true in colored elk (when they could be had) and in gabardine play shoes. Each succeeding show points up the increasing popularity of platforms, the construction which has literally taken the feminine world by storm.

A Shoe it Pays to Sell.....

Year after year—season after season—shoe merchants the country over have found Krippendorf Foot Rests a shoe it pays to sell. And here are four good reasons why:

(1 Krippendorf Foot Rests are smartly styled—shaped to fit the foot—and offer the five famous built-in Krippendorf comfort features.

(2 They are made by a company with more than 70 years' experience in manufacturing only quality shoes for women—and by skilled craftsmen, born and bred in a nationally famous shoe center.

(3 Krippendorf-Dittmann is everywhere recognized as a house that never lets its dealers down.

(4 Krippendorf Foot Rests are consistently advertised in every one of the five outstanding magazines for women.

This year—and every year—you'll find Krippendorf Foot Rests a shoe it pays to sell.

Priced $6.95 *to* $7.95
(Slightly higher Denver west)

THE KRIPPENDORF-DITTMANN COMPANY
Cincinnati, Ohio

New York Showroom: Marbridge Building

* Nationally advertised in Vogue, Ladies' Home Journal, Mademoiselle, Woman's Home Companion, Good Housekeeping, The Grade Teacher, and The Instructor.

Where to Buy

CASUALS

Men's Casuals

California Process

Smooth no mark sole finished like leather

$2.40 Pair

10 days net
F.O.B. Chicago

Fabric upper—platform, 2 tone effect.
COLORS: Rust & Brown—Wheat & Brown.
SIZES: 6 to 10 and 7 to 11.
36-pr. or 18-pr. Lot
Immediate Delivery

IRVING LAMET SHOE CO.
329 W. Monroe St., Chicago 6, Ill.

SANDALS

Children and Misses'
SANDALS
Leather Sole

$1.40 a pr.
Net 30 days
F.O.B. Chicago

#111—Beige Elk; #113—Brown Elk; #112—Red Elk; #110 White Crushed Elk.

SIZES: 5-8; 8½-11; 11½-3
18 pr. minimum
Immediate Delivery

McBREEN SHOE CO., Inc.
305 W. Monroe St. Chicago 6, Ill.

Chicago Travelers Elect Officers

CHICAGO, ILL.—Following the resignation of William L. Drummond who was president of the Chicago Shoe Travelers for the past four years,

GEORGE SLATER

George Slater of General Shoe Corporation was elected president. He was formerly vice-president of the association. Succeeding him as vice-president is Ralph Lederer of the William Cohan Co. Jean Bailey of Adams Bros. assumes the position of secretary-treasurer. The association still maintains its headquarters at the Morrison Hotel.

Members of the Board of Directors include the officers and Jack Walsh of Peters Shoe Co.; Mortimer Marks, of Craddock-Terry; Julian Chapman of Queen Quality; Stanley Hultgren of Krippendorf-Dittman; Ralph Wolpe of Superior Shoe Co.; Urban K. Allen of M. J. Saks Co.; Norman Souther of Manning-Gibbs.

Appointed as publicity director of the local group is Urban K. Allen. Still heading the national publicity is Norman N. Souther.

Retailers May Pass On Some Price Increases

NEW YORK — Individual increases granted shoe manufacturers by OPA may, as a general rule, be passed on to the consumer where such increases do not assume the proportions of an industry-wide increase, according to information made known in a letter from James P. Oliver, associate price executive of the Consumer Goods Price Division of OPA, to Edward Atkins, executive secretary of the Association of Popular Price Shoe Retailers. The letter was in reply to Mr. Atkin's query regarding existing price absorption regulations.

Mr. Oliver said that OPA was formulating policy on individual increases and that a new regulation embodying this general principle will probably be issued within the next few weeks.

In addition, Mr. Oliver said that regional offices have been instructed to issue hardship case orders allowing increased prices to the consumer in the amount of these adjustments in excess of the 4½ per cent increase.

Where to Buy

WOMEN'S SLIPPERS

Women's FELT

Juliet

Hard Leather Compo Sole

No. 71

Brown

Sizes 5-9
36 pr. to case
$1.25 pr.
In Stock
Immediate Delivery

BLAIR & ROSS, Inc.
76 Reade St. N. Y. C. (7)

CHILDREN'S BOOTS

CHILDREN BOOTS

Elk Uppers — Leather Innersole — Heavy Rubber Sole

$1.90 PER PAIR NET F.O.B. BOSTON

STYLE #7659

BROWN or BLACK ELK

Sizes 8½ to 11. Packed 36 prs. to case

Benj. Shir Inc.
175 Lincoln St. Boston 11, Mass.

CHILDREN'S SLIPPERS

Children's Felt Slippers

Hilows with real heavy platforms and plush collars

In Stock

85¢ per pair

Net 10 days
F.O.B. New York

No. 58

Sizes: 7 to 3. Blue and Red.
36 pair of a color to case
See us at the Boston and N. Y. Shows!

POLONER SHOE CO.
156 Duane Street New York 13, N. Y.

Buy Savings Bonds

GIVEAWAYS!
THE SHOE RETAILER'S
SURE-FIRE
GOODWILL
BUILDER

Write for our newest illustrated catalog of souvenirs and advertising novelties for boys and girls.

No. 46
DANCING RABBIT
Colorful accordion-like paper body opens and folds. Size closed 6¾" x 6¼", size open 6¾" x 24".

Price, with your ad,
288 (min.)—5¢ each
576—4¾¢ each
1000—4½¢ each
Without ad, 288 (min.)—
4½¢ each

Note: No. 48 DANCING CLOWN and No. 49 DANCING GRENADIER (not shown) same size, same prices as No. 46

ASK FOR CATALOG 25A

THE *Lederer* INDUSTRIES, Inc. 39-45 WEST 19th STREET · NEW YORK 11, N. Y.
SUPPLYING ADVERTISING NOVELTIES SINCE 1902

Signs Point to Record St. Louis Show

[CONTINUED FROM PAGE 133]

ternational Shoe Co., first vice-president; J. S. Legg, Moulton-Bartley, Inc., second vice-president; and A. G. White, Brown Shoe Co., treasurer. A. M. Burton recently resigned as secretary and manager. Members of the board of directors include A. C. Fleener, Brown Shoe Co.; L. K. Kane, Boyd-Welsh, Inc.; C. L. Hein, Vitality Shoe Co.; J. W. Howe, Johnson, Stephens & Shinkle Shoe Co.; J. L. Moran, Moran Shoe Co.

Statler Rooms Sold Out For NESLA Show

BOSTON, MASS. — "Every available display room at the Hotel Statler, Boston, the headquarters hotel for New England Shoe Market Week, is completely sold out," according to Maxwell Field, show manager and executive vice-president of the New England Shoe and Leather Association, sponsors of this industry-wide showing of Fall shoe styles. "Over two hundred companies have booked reservations at this hotel alone, for this show, which will be held the week of April seventh. The entire mezzanine floor is devoted to firms in the allied trades, selling all kinds of shoe materials and machinery to shoe manufacturers.

"The fourth floor at the Statler is reserved exclusively for men's shoe manufacturers. Leading New England men's shoe lines will be on display, in both the medium volume grades as well as in the highest price ranges.

"The fifth and sixth floors at the Hotel Statler are filled with women's shoe manufacturers from every important shoe center in the country. The great majority of New England manufacturers of women's novelty and play shoes, selling the volume chain, jobber and mail order trades, who do not have Boston sales offices, are concentrated in this hotel. In addition, are many other manufacturers, largely from New York, New Jersey and Pennsylvania, which produce children's shoes and slippers, as well as play and casual type women's high-styled footwear.

"In addition, all New England shoe manufacturers with sales offices in Boston's shoe district, bound by Lincoln, Summer and Federal Streets, will show their Fall lines to visiting shoe buyers in their offices. These companies were not assigned hotel display rooms by our association because of its policy to reserve the hotel space for non-New England companies, thus making this show national in scope."

Display rooms are still available at the Copley-Plaza and Touraine Hotels, which already are booked to 50 per cent of capacity.

"Several thousand shoe buyers are expected to attend this leading Fall shoe show, and hotel reservations are being made directly by our association," according to Mr. Field, who promises that every reservation received from shoe buyers will be honored.

New Department Store Planned for Seattle

SPOKANE, WASH.—Planning an extensive department store operation here in buildings occupied recently by the Culbertson Department Store, now to be extensively remodeled, the C. C. Anderson Stores Co., operating 29 stores in Western States, are moving into the Spokane merchandising field. The Culbertson's building, recently the offices of government agencies, is to be made into a thoroughly modern store with a total of 150,000 square feet of store space. Plans for the new store are set for opening in Midsummer.

BOONDOCKERS
Trade Mark Reg.

Where to Buy

BOWS

"GLAMORIZERS"

by ACE BOWS

No. 2210

Genuine Black Patent, Black, Navy, Red, Army Russet, Town Brown Calf. Black, Brown, Navy, White Suede. Studded with Gold or Silver Nailheads.

$9.00 per dozen. Six pairs min. order.

Terms: 2% 10 days, net 30

Immediate Delivery. All Bows with Clips.

ACE BOWS, INC.

212 20th Street Brooklyn 32, N. Y.

WOMEN'S CASUALS

WOMEN'S CALIFORNIA CASUALS

Broad Band Gabardine Sandal
Wedge Heel and Platform
Hard Leather Sole

Colors: White and Red
Sizes: 4-9 Regular Half Sizes

$2.00

No. 900A

Delivery: March and April

Terms: Net 10 days F.O.B. N. Y.
Min. Orders 18 prs. of color
ALSO IN WHITE ELK AS ABOVE
STYLE No. 900 $2.40

ALLIED FOOTWEAR CO.

154 Duane Street, New York 13, N. Y.

WOMEN'S CASUALS

WOMEN'S CALIFORNIA CASUALS

All Leather Upper. Hard Oak Leather Sole. Sponge Rubber Innersole. Wedge Heel and Platform.

Immediate Delivery

No. 670
Colors: White, Red, Brown, Beige.
Sizes: 4-9. $2.60

BLAIR & ROSS, INC.

76 Reade St. New York 7, N. Y.

Answers to Boot and Shoe I.Q.

1. Mother-in-law *tongue*
2. *sole*
3. *lace*
4. *heel*
5. *string* band
6. *toe* hold
7. *tongue*
8. Shoe *String* (6th)
9. *shoe string*
10. Achilles' *heel*
11. *string* bean

Novel Window Display

BROOKLYN, N. Y.—Stadler's Shoes, Inc., has taken an advertising cue from the Calvert Distillers Corporation. In the center of a show window and surrounded by shoes the Stadler people placed a bottle of Lord Calvert with a framed copy of one of the Calvert "Men of Distinction" ads. In the foreground is a placard with the familiar slogan, "For those who can afford the finest."

Lalah B. Ketchum

PORTAGE, WIS. — Lalah B. Ketchum, senior member of the Ketchum Boot Shop staff, died at General Hospital, Madison, Wis., following a short illness. Miss Ketchum had been engaged in the retailing of shoes for many years. Two sisters, Mrs. Oro Meyer and Rhea Ketchum, survive.

Robert A. Sills

GREENSBORO, N. C.—Robert A. Sills, 62, died at his home here after an illness of two years. He had been engaged in the shoe business for fifty years.

In 1898 he was employed by the Neely & Crute Company of Winston-Salem, N. C. In 1900 he moved to Greensboro where he was connected with the shoe department of Thacker & Brockmann. Five years later, at the age of 22, he became manager of the Ward Shoe Company. In 1911, he became a partner in the Dobson-Sills Shoe Company and in 1923, he organized his own business under the name Robert A. Sills Company.

Surviving are his widow, two daughters, and a son, Walter H. Sills, who now heads the company.

BOONDOCKERS
Trade Mark Reg.

Where to Buy

SANDALS

"OUTDOR-EES"
Simulated Leather
with platform

#5505

$1.65 a pr.
2% 10 days, Net 30
F.O.B. Chicago

T-STRAP SANDAL
Leather Sole

COLORS: All over White, Beige, Red, Patent, Brown.

SIZES: 4 to 9 (half sizes) M width.

Packed 36 pr. to case, assorted sizes.
Minimum orders 18 pr. per color.

Immediate Delivery

WILLIAM COHAN CO.

— Third Floor —

Play Shoes—House Slippers—Sport Shoes

19 So. Wells St., Chicago 6, Ill.

OXFORDS

Here Is A Natural for the Teen Agers

Style 1501
Sizes 4/9—36 pr. case—C wide.

Growing girls brown and white pig skin saddle oxford — Flexible, long wearing rubber soles. Here is an exceptionally clean grade of pigskin. ⅞ rubber topped heel. Smooth full lining.

$1.75 net 30 days. Immediate delivery.

A. L. O'SHEA

212 Essex St., Boston, Mass.

Buy Savings Bonds

Study Oil Uses in Training

COLUMBUS, OHIO—The physiological chemistry department at Ohio State University will soon begin a study of uses of synthetic fats and oils in a research program on German military leathers and the chemistry of skins and tanning. The invitation to join in the work was extended by the University of Cincinnati, which has started on a War Department National Academy of Science program on a contract, it was announced at Cincinnati by Dr. Fred O'Flaherty, professor of applied science in tanning and director of the university's laboratory.

The laboratory is maintained by the Tanners' Council of America, Inc., as the national research center of the leather industry. Other portions of the program will be studied by the Massachusetts Institute of Technology, Lehigh University, University of North Carolina, and several others.

Test Proves Value of Promotion

Eighty-one of these billboards around Los Angeles featured the C. H. Baker spectator promotion on the day the event started.

LOS ANGELES, CAL.—C. H. Baker, Los Angeles shoe retailer, staged a dramatic test to evaluate their slogan of "too smart for words." This copyrighted slogan adapted two and a half years ago has been used consistently in all store publicity since its inception.

An eight-column by 14-inch ad was run in the Sunday papers with the following highlights: "Spectators"; "too smart for words"; and "guess who?"

Baker's management, particularly "Mike" Kaplan who guides the publicity as well as some of the buying, knew spectators would be strong, especially when the first warm Spring days of February were in the air of Southern California. So all spectators were saved for months for this test event. Each store was well stocked to meet any demand when the test was made.

Arrangements were made for the newspapers to advise inquirers of the identity of the advertiser. In all, six phone calls were made to the papers, while every store's doorway was filled with anxious buyers long before the ten o'clock opening on Monday morning. Before closing time, Monday, hundreds of pairs had been sold.

No spectators were shown in the windows until Monday. No proofs of the ad were sent to the stores, nor were the stores' managers or personnel advised of the promotion until Monday morning.

For continuity, 81 C. H. Baker billboards around town carried the message of the promotion on the day the event started, but all featured the C. H. Baker signature.

This promotion proved that the public was really hungry for spectators. Many patrons bought every color combination available. What is really more important, however, was that it demonstrated the value of a reiterated phrase, a phrase which the public had come to associate with a certain group of home owned shoe stores.

Quality

Shoes *Since*

1932

SELL

Your Surplus Quality Shoes

to M. K. Weil Shoe Co.
Our firm has a background of
more than 15 years of fair dealing
and integrity in the buying
and selling of quality shoes.
Because it is our policy to pay
fair prices, we are in a position to
offer more attractive inducements
to retailers and manufacturers
when we buy . . . and better-selling styles
to our retail customers when we sell.
From our own stocks we offer
for sale more than 500 styles in
quality shoes for men, women and
children. We buy lots large or small.
Correspondence invited.

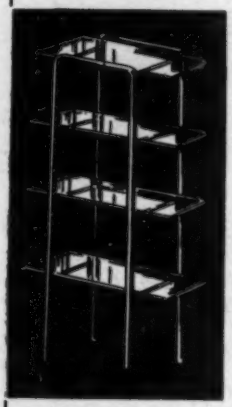
References:
Any St. Louis
Shoe Manufacturer
or Dun and Bradstreet.

M. K. WEIL SHOE CO.
1215 Washington Ave.
St. Louis 3, Mo.
While in Town . . . See Weil

Where to Buy

DISPLAYERS

CHROME SHELF DISPLAYERS



WITH GLASS SHELVES

•

The newest and most versatile of shoe displayers

•

Displayers are made of ½" steel rods, welded construction. Lustrous chrome finish. Glass shelves 8" x 24" clear glass 7/32 crystal, polished edges.

•

COME IN 4 HEIGHTS

24" high with 2 shelves —	$ 6.50 complete
36" high with 3 shelves —	8.50 complete
48" high with 4 shelves —	10.50 complete
60" high with 5 shelves —	12.50 complete

Packed and sold in pairs only

30 days delivery

HECHT FIXTURE CO.

212 S. Franklin St. Chicago 6, Ill.

BABY SHOES

Precions

Reg. U. S. Trade Mark

No. 450

WALKERS

No. 450... Sturdy Walker of fine white elk, stitched down chrome oak sole.
No. 451... Same, tan elk. D width only. Sizes 5½ to 8...

Dozen, $21.00

O'Kay Shoe Company

411 N. Tenth St. • St. Louis 1, Mo.

Terms: 5%, 10 days, 30 days net.

Review of the Retail Trade

[CONTINUED FROM PAGE 98]

Husch Bros. feature ballet slippers with a concealed inner heel in black satin. Three-inch slings in black or Town Brown in supple calfskin were liked for street. Wedge sandals in brown or red unlined elk found favor. Calcutta lizards in classic sling pumps and in closed toe and heel, in brown or black were featured.

The Golden Rule found that low heels sold well in a brown calf sling pump which could be worn for sport or for dress occasions. Browns went over well in alligator, alligator calf and calfskin, in a variety of models, with open heels the favorites. Sandals are also Spring favorites in black suede with banded toe and platform sole and in black patent with porthole trim. For Spring cottons, gabardine sandals in bright colors have been selling well. In these wedges with cross-banded toe and others with banded nailhead trim are good.

Newman's patrons are buying many sandals. A patent leather with wide band at the instep was a favorite. Classic pumps and wedges divide honors. Lizards are still good in both pumps and sandals.

* * *

COLOR KEYNOTED IN NEWARK SHOPS

COLOR and gaiety are the keynotes in Spring footwear in Newark stores. Because women have been unable to get the colors they desired during the war, both the department stores and smaller shops are brightening their display cases with red shoes. Some stores are featuring navy blue in addition.

In the women's department at Bamberger's red shoes compose forty per cent of the stocks. Black and Army Russet are also featured, but no navy. Bamberger's is getting out an illustrated booklet which will feature patent leather, loafers, transparent saddles, a plain oxford for children and a baby's high boot.

Kresge's is advertising navy blue calfskin with bows and gold nailheads. Stewart Brooks is also featuring navy calfskins.

BOONDOCKERS

Trade Mark Reg.

Where to Buy

SANDALS

"OUTDOR-EES"

Flexible California Process

SMOOTH ELK LEATHER

#5532

$2.60 a pr.

2% 10 days, Net 30
F.O.B. Chicago

T-STRAP SANDAL

Leather Sole

COLORS: All over White, Red, Beige—Beige with Brown Wedge—White with Brown—White with Red.
SIZES: 4 to 9 (half sizes) M width
Packed 36 pr. to case assorted sizes.
Minimum orders 18 pr. per color.

Immediate Delivery

WILLIAM COHAN CO.

— Third Floor —

Play Shoes—House Slippers—Sport Shoes
19 So. Wells St., Chicago 6, Ill.

SHOE CLEANER

SENSATIONAL

White Dry Shoe Cleaner

25¢

Cost, $1.75 Dz. — $18.00 Gr.

ORDER FROM YOUR JOBBER OR DIRECT FROM FACTORY

S & M CHEMICAL CO., Inc.

2900 S. Michigan Ave., Chicago, Ill.

Buy Savings Bonds

Due to shortages all retailers are forced to play up casual styles. In the higher priced shoes platforms are featured because they are the only non-competitive item.

Ray's reports that the trend is for black kid and patent leathers. Lipstick red calfskins are best sellers in the color line here. While there is a tremendous demand for red alligator, there are not enough of these available. Shanks mares are the number one flats in any material. Brown and white saddles and brown and white moccasins are making a comeback. Although most retailers say that goods are still coming through slowly, Ray's finds a thirty per cent improvement in deliveries over last month.

Sling pumps are still leading at Hahne's. This store is featuring a beautiful wedge shoe. Here again, red tops the list in the color line, navies come second. The brown and white spectator, the classic shoe for Summer, is expected to sell well throughout the entire season.

Black patent leathers are best sellers at Arnold's though deliveries in all lines are exceedingly slow. Arnold's will feature not only red and blue but green and gray as well and expects good results from both calfskins and reptiles. Throughout the summer more stress will be laid on shoes with ornaments. This store always does a tremendous business in the sports line and loafers remain the first choice of the younger set.

* * *

SPOTTY BUSINESS REPORTED IN SCRANTON

SCRANTON shoe business may be described as very active but spotty. High style and quality are drawing customers to stores fortunate enough to have a stock of such merchandise. Stores displaying novelty patterns in their windows or featuring them in advertisements are thronged with customers. Stores not having much eye-catching goods are doing a comfortable business.

Patents, especially plastic patents, are in great demand and most dealers have at least a fair supply. Colored leathers go well and appear to be increasing in favor. Some shoe men attribute this to early Easter buying and the desire to acquire shoes now for Summer wear. The extent of pre-Easter buying leads to optimistic estimates of Spring trade, tempered, of course, by the probability that allotments and deliveries will seriously hamper any great improvement over last year.

Plastic strap sandals and gold and silver sandals sell fast, but the average store has little or nothing in evening shoes. Open toes and heels continue in strong demand and retailers are divided in their opinions as to a trend in such models. Some detect a gradual shift to closed types, but others interpret this as a seasonal influence which will disappear with better weather. Sling pumps continue tops, with a sustained demand for suedes and good gabardines. Cuban heels are favored in many shoes.

Men's brown shoes are extremely scarce. Supply of blacks is fair. Several stores report a great scarcity of rubbers, with the latest shipment received months ago.

BOONDOCKERS
Trade Mark Reg.

Where to Buy

JOBS

BARIS SELLS

Quality Shoes from Surplus Merchandise, Better for Less.

BARIS SHOE CO., Inc.
WOrth 2-5186-1
79-81 Reade St., New York 7, N. Y.

BOWS

STYLECRAFT SHOE ORNAMENTS

Add "GLAMOUR" to Shoes

The "CINDERELLA"—Style #5512

Your choice of genuine calfskin — in Black, Red, Blue, Brown, Army Russet or in Black Patent. Also in Black, Brown, White and Blue Suede. Studded with Silver, Gold, or Colored Nailheads. Clips on all Ornaments.

$1.00 a pair — Minimum Orders 12 pairs

DELIVERIES MADE PROMPTLY!

STYLECRAFT PRODUCTS CO.
16 HUDSON ST., NEW YORK 13, N. Y.

X-RAY SHOE FITTERS

M. B. ADRIAN & SONS
Present
THE
SPECIAL

Featuring The New Selektor!

Three Machines In One!

"THE FINEST IN X-RAY SHOE FITTING EQUIPMENT"

Write for Literature!

M. B. ADRIAN & SONS X-RAY CO.
2507 S. Howell Ave. Milwaukee 7, Wisc.

About Shoe People

Lauren S. Elliott, owner of the Economy Shoe Store of Flint, Mich., announces the opening of a new store of the salon type. Mr. Elliott plans to operate both stores. He is the son of the late **Fred B. Elliott**, pioneer shoe merchant of Michigan.

* * *

J. C. Fedler, of the Boston Shoe Co., Louisville, Ky., and Mrs. Fedler, have motored to West Palm Beach, Fla., where they will remain at the Hotel Pennsylvania until late March. They spent a few days at Columbus, Ga., and St. Augustine, Fla., en route South.

* * *

Alex J. Walsh has been appointed general manager and executive vice-president of Best's Apparel, women's specialty shop with one of Seattle's leading shoe outlets. The store is now undergoing considerable expansion and improvement. Mr. Walsh has had extensive experience in merchandising and store management, having been manager of several Pacific Coast stores.

* * *

Milo Hunter has bought an interest in the Dixie Shoe Shop, located at 9 Jackson Street in Newman, Ga. He will manage the store.

* * *

Wayne E. Dymond, who has been in the service for more than three years, returned recently to the Fair Shoe Store, Wichita, Kans., where he will manage the shoe repair department. Mr. Dymond spent over two years overseas, in the Southwest Pacific where his company won a unit citation for a record quantity of shoe repairing.

* * *

William T. Kelly, buyer for the Shoe Salon at Marshall Field & Co., Chicago, has been named assistant to **W. J. Gibbs**, merchandise manager of all upstairs shoe sections. **Frank Heep**, formerly assistant to Mr. Kelly, has been made buyer.

* * *

Murray Levine has been named manager of the recently remodeled shoe department at Bedell's, Portland, Ore. He was formerly associated with a large San Francisco department store. Both the upstairs and downstairs shoe departments have been redecorated and redesigned.

* * *

Donald Matthews, of St. Louis, Mo., associated with the Midland Shoe Company for several years before his three years in the U. S. Army, has been named the manager of the shoe salon of the Alice Phillips Shoppe in the firm's new location at 115 West Third Street, Marion, Ind. For the first time in its history, the store offers women's footwear of all types. The annex which houses the new department provides a seating capacity for 18 persons.

Where to Buy

CHILDREN'S SANDALS

UNLINED ELK SANDAL

Brown Sport Rubber Sole and Heel

At Once Delivery

$1.50

Net 10 Days F.O.B. N.Y.

No. 1409

White Elk—Brown Elk
Sizes: 5-8, 8½-12, 12½-2
36 prs. to a run of color to case
See Us at the Boston and New York Shows!

POLONER SHOE CO.
156 Duane Street, New York 13, N. Y.

WORK SHOES

GOODYEAR WELT WORK SHOE

- Waterproof Retan Uppers
- 9 Iron Leather Oak Outsole or Heavy Genuine Raw Cord Sole
- Heavy Leather Insole
- Full Leather Midsole
- Solid Rubber Heel
- Leather Counter-pocket

$3.35
Plus 2.52% O.P.A. price adjustment

12 pr. cases. Sizes: 6-10, 6-11, 6½-11, 7-11, 7½-12
Immediate Delivery

JACK SCHWARTZ SHOES, INC.
138 Duane Street New York 13, N. Y.

CHILDREN'S SANDALS

CHILDREN'S LEATHER SANDALS

Brown Non-Marking Rubber Sole

COLORS: BROWN, RED, WHITE

$1.47½

No. 850

SIZES: 5-12; 12½-2 Regular Half Sizes
Delivery: March and April
Terms: Net 10 days F.O.B., N. Y.
36 pr. cases—Min. Order 18 prs. of color and size run.

ALLIED FOOTWEAR CO.
154 Duane Street, New York 13, N. Y.

GERDA *presents*

Another Member Of A Lively Family

Men's, Boys', Misses' Child's All Leather Sandals

March-April Delivery

Color: Brown

Brown Riveted Non-Marking Molded Rubber Soles

CUCA-RACHAS

No. 1928
Men's Sizes . . 6-12 **$1.85**
Boys' Sizes . . 3-5 **$1.75**
Misses' Sizes . . 12-2 **$1.65**
Child's Sizes . . 8-11 **$1.60**

Terms: Net 10 Days F.O.B. N. Y.
Minimum Order 18 pairs

Your customers will appreciate the casual comfort and good looks of these all leather sandals.

See Us at Your Regional Show

GERDA *Footwear* COMPANY
158 DUANE STREET • NEW YORK 13, N.Y.

Individually Printed to Your Order

TICKETS

AS LOW AS $2.50 Per 100

With your Store Name and any ass't of prices imprinted.

Now! More than ever, you need price tickets with "buy" appeal.

"SEND FOR OUR COMPLETE CATALOG"

PHIL SENKER

227 S. Fifth Street, Phila. 6, Pa.

Sol Cohen, an Albany, N. Y., shoe salesman, will take over part of the store at 48 South Pearl Street recently vacated by F. W. Woolworth and Company. Mr. Cohen plans to handle a full line of nationally advertised footwear for men, women and children.

• • •

Major W. T. Fair, recently discharged from the Army Transportation division, has moved from his home in Illinois and has bought the Achman shoe store in Fontana, Calif.

• • •

Mr. and Mrs. Ralph Hale held the formal opening of their new shoe store on Washington's Birthday. The store which has many new features is located at 2249 Honolulu Ave., Montrose, Calif.

• • •

Robert B. Appleton, formerly of the shoe department of the John G. Myers department store, Albany, N. Y., has opened a modern shoe repair store at 42 North Pearl Street. Several novelty services have been added. Mr. Appleton was in the shoe and leather repair business in New York City and in the New England states for 15 years.

• • •

R. C. Steele, manager and buyer of shoes for Burdine's, in Miami, has returned from a buying trip to New York.

• • •

The Lucille Shoppe, Amarillo, Tex., has announced that **E. O. Milburn**, with more than 25 years' experience in selling shoes, is the new manager of their shoe department.

• • •

Gene Steinle, long experienced in the shoe business, has opened his own shoe store in Wichita, Kans., to be known as the Russell Shoe Store. Mr. Steinle was associated with the L. Banker Mercantile Company as shoe buyer and department manager from 1927 to 1945.

• • •

A posthumous award of the Silver Star for gallantry in action was made recently at Fort Riley, Kans., by **Maj. I. D. White**, commandant of the cavalry school, to **Mrs. Anna J. LaShelle**, widow of **Capt. Daniel S. LaShelle**, son of **Mr. and Mrs. R. J. LaShelle** of Junction City, Kans. R. J. LaShelle is owner and operator of the LaShelle Shoe store. Capt. LaShelle was killed in the reconquest of the Philippines. He had taken part in three campaigns in New Guinea before going ashore in the third wave of the Sixth Division in the landing at Lingayen Gulf.

• • •

Miss Louise M. Dodge, manager of the Merit Shoe Store in North Attleboro, Mass., and **Edward E. Monat** of Providence, R. I., a veteran of World War II, were married in a recent double ring ceremony at St. Thomas Church, Dover, N. H. The bride, at one time connected with the Endicott-Johnson Shoe Corp., has been secretary of the North Attleboro Chamber of Commerce.

• • •

Charles A. Bradley of Haverhill, Mass., foreman at the Sam Smith Shoe Corp. in Newmarket, N. H., and **Miss Catherine V. Lipsky** of Exeter, N. H., were married recently at the home of Town Clerk Willard K. Tozier, Exeter.

• • •

Friends are busy welcoming **Lt. Fenton Winans** into the fold after three years of Army life. He is the owner of the Baxter Shoe Stores at Seattle and Tacoma, Wash.

• • •

Lloyd Nordstrom, one of the Nordstrom boys, and a former Navy lieutenant, is at home in Seattle for the first time in three years. He had been in Haddonfield, N. J., where he was near his ship, the Princeton, at the Philadelphia Navy Yard.

• • •

Allan Abess, operator of a ladies' wear shop on famous Lincoln Road, Miami Beach, is building a new shop on Coral Way and expects to offer a line of fine footwear to his stock of ladies' apparel. Mr. Abess has been president for a number of years of the Lincoln Road Merchants Association.

Where to Buy

SHOE ORNAMENTS

• SHOE BEAUTIFIERS •

by DANIELS

DANIELS SCOOPS THE FIELD AGAIN!

SPARKLING GENIUS

Black, Brown and Blue Suede Studded with Colorful Sequins and Beads. Specify Colors Desired When Ordering.

$2.50 PER PAIR

No Less Than 6 Prs. Orders Accepted.

BUY FAST—LIMITED QUANTITIES ON HAND!

DANIELS MANUFACTURING CO.
5403 - 18th Avenue, Brooklyn 14, N. Y.

SLIPPERS

OF HOLLYWOOD
JANSEN
Made in California

for Slippers

JANSEN SHOE CO.
Manufacturers
7408 MELROSE
HOLLYWOOD 46, CALIFORNIA

CHILD'S SLIPPERS

BUY AMERICAN
CHILDRENS ALL LEATHER SLIPPERS
Leather Uppers—Flexible Hard Leather Soles
Plaid Linings—At Once Delivery
Full Sizes 6 to 3 Style 405
Brown or Blue—Not 10 Days

$1.45 per pair
AMERICAN SHOE CO.
251 W. Jefferson Ave.
Detroit 26, Mich.

White, Colors, Patent Wanted in South

Southern Merchants Promotion-Minded, Find Stock Shortages Only Drawback to Phenomenal Sales

NEW ORLEANS, LA.—The shoe business may not yet have attained its pre-war status in the Southern part of the country, but it's safe to say that it is gradually returning to a semblance of normal. A tour of a number of Southern cities by a RECORDER representative reveals that shortages of merchandise and delays in delivery are the chief complaints on the part of shoe merchants and buyers. Otherwise, the picture is excellent, with merchants more promotion-minded, particularly when it comes to quality merchandise, than they have been in a long time. Shoes are reported to be coming through much cleaner, and better quality, better workmanship, and better materials are beginning to dominate current stocks and incoming shipments.

The tour did not touch Florida or the extremely warm Winter resort areas, so that the survey can be judged as representative of the normal workaday South for this time of the year. However, in all cities visited, merchants are definitely aware that there is resort and travel business awaiting them, a factor recognized in widespread sportswear and resort wear promotions.

General Shortage of Whites

A generally widespread shortage of all-whites is predicted in view of the very early demand. In most quarters it is expected that supplies of whites will fill only about 30 per cent of the normal demand. In some cases this is due to actual shortages at the buying source. In others, it is because buyers, uncertain of future supplies of all types of shoes, are keeping their white commitments within that percentage.

There is a marked increase in matched accessory promotions throughout the area. Matched shoes and handbags are being promoted in many of the smaller stores and departments to a much greater extent than at any time before the war. Promotions of coordinated shoes, handbags, belts, hats, and other accessories are becoming more and more frequent, even in smaller towns and rural areas.

Black patent through January and February rated as the number one seller throughout the southern area. This occurred despite the fact that patent is a year-round favorite and will sell any season in many of the Southern cities, particularly in San Antonio, Houston, and New Orleans. Brown rates as the second seller, with tan third. There are smattering sales of blues, which are gradually picking up in volume. There is a great demand for reptile in all colors, with special emphasis on grays, reds, and greens. The public is evidently hungry for evening shoes, and due to a shortage of stock of the conventional evening wear, women are buying many substitutes such as highly styled and novelty street shoes.

Along with the early demand for whites is an interest in brown and white spectators, in high and medium heels, and in open and closed toe models. The public has taken full recognition of the end of shoe rationing and is continuing to buy the better and more expensive types of play shoes.

Houston started white and sports promotions early, with Everitt-Buelow staging a "white coffee" promotion for resort wear early in January. Krupp & Tuffly, Inc., has been placing considerable emphasis on the sling pump, devoting a number of individual advertisements to a black patent, to a Town Brown calfskin, and a red calf model.

Patent in Great Demand

Leland Meyer, buyer for the three shoe departments of Foley Bros., Houston, reports patents in demand over everything else. "We sell a pair of patents every time we sell a pair of anything else. Platforms and nailhead types are going especially well as are a lot of high colors, with red, green, and gray reptiles in big demand." This department has sold a number of styles that would usually be considered evening shoes for street wear. One of these is a high wedge platform sandal with rich color contrast—white with black embroidery and red with silver. Mr. Meyer also reports all better play shoes are moving rapidly, particularly all-leather styles.

Patent and calfskin are the leading leathers in Corpus Christi and Victoria, Texas, according to C. K. Henderson. Mr. Henderson, who is buyer for M. Lichtenstein in Corpus Christi and A. S. Levy in Victoria, reports, "The high colors are also good, with runs on red reptiles. Platforms are marvelous, particularly those styles with nailheads. There has been an especially early demand for white and spectators, the latter due to the fact that this is the first season in a long time women have been able to buy real spectators."

Colors and high styles have figured prominently in shoe promotions in San Antonio. Paul's Shoes, Inc., with stores in a number of Texas cities, has run a number of cherry coke promotions in both shoes and bags to match, and has featured red in school and sport shoes.

The Guarantee has been featuring low heel sandals in black patent, and in brown and black calf, and black patent in a variety of styles in pumps with bags to match. The store, which

[TURN TO PAGE 160, PLEASE]

Protect Your Customers
by using SAFEDGE

METAL BINDINGS
for your carpets and runners

You can't afford to be without the new Safedge metal binding for floor coverings.

Most important is the safety feature. This binding is cheap insurance against the lawsuits that can result from injuries due to sliding carpet. It holds any sort of floor covering firmly and evenly without tacks or screws.

The binding is extremely modern in design. It eliminates ragged, curled ends and adds a finishing touch to any carpet or runner.

And—it is truly economical. The binding is solid and durable and saves more than it costs by reducing wear-and-tear on floor coverings. It is installed in a *jiffy*, pries off quickly with a screwdriver, and may be used again and again.

Send for our illustrated folder.

DAVE JACKSON
1334 BEECHVIEW AVE., PITTSBURGH 16, PA.

Army Orders 210,000 Pairs Of Oxfords

BOSTON, MASS.—Leather footwear procurement awards for 210,000 pairs of low quarter tan shoes for the second quarter of 1946 were announced recently by Colonel Bernard J. Finan, Commanding Officer, Boston Quartermaster Depot. The monthly breakdown of the entire procurement directive calls for 54,000 pairs in April, 78,000 pairs in May, and 78,000 pairs in June. Awards were made as follows:

G. P. Crafts Co., 30,000; Doyle Shoe Co., 42,000; John A. Frye Shoe Co., 24,000; Gardner Shoe Co., 17,000; General Shoe Corp., 24,000; Hubbard Shoe Co., 23,000; International Shoe Co., 15,000; and Shelby Shoe Co., 35,000.

A. R. Hyde & Sons Co. has been awarded a contract to make 10,672 pairs of baseball shoes.

Family Store Opened in South

CARTERSVILLE, GA.—Cogburn's Brownbilt Shoe Store, featuring a complete line of shoes for every member of the family, opened here recently.

The new store, located at 9 Bank Block, is one of the most modern stores in Georgia. The building has been remodeled throughout.

J. W. Cogburn, owner of the new store, has announced that H. L. Edwards, former manager of the Central Shoe Store in Rome, Georgia, before entering service, will be in charge of the new store. Mr. Edwards has many years of experience in this type of work. He will be assisted by Bill Reagan.

Comfort the Feature of New Shoe Salon

Minneapolis, Minn.—Young-Quinlan has opened a Victorian Shoe Salon for women and children designed to give women the opportunity to buy shoes in a warm, comfortable atmosphere. Furniture is grouped to take full advantage of the selling space. Sofas and chairs are covered in rose and blue, while the carpeting is in a maple tone.

No stock is visible to the customer. The stockroom almost completely flanks the department, allowing the salespeople easy access. The freight elevator opens directly into the stockroom. A children's shoe department is separated from the women's section by a glass partition.

The salon is under the direction of H. N. Biwer and C. F. Ravenhorst, with the latter doing the buying.

Where to Buy

MEN'S CASUALS

For Spring, Summer and Fall Wear

Three eyelet oxfords, California Process, made out of brown drape cloth, with a beige woven inlay vamp. Flexible counters, wedge heel, sponge rubber platform and red rubber washboard sole.

net **$3.10** per pair

No. 1830

Also in all-brown.

Packed 24 prs. to case, assorted sizes 4 to 11. Minimum order, 12 pair to a color.

KANDEL SHOE CO.

Wholesale distributors of Men's and Boys' Fine Shoes and Slippers

114 Reade Street New York 13, N. Y.

HUARACHES

EMBROIDERED CLOSED BACK PUMP

For Immediate Delivery

H-270	Black Satin	$2.65 pr.
H-272	Royal Blue Satin	$2.65 pr.
H-273	Reddish Brown Satin	$2.65 pr.
H-277	Light Blue Satin	$2.65 pr.
H-278	Pink Satin	$2.65 pr.

FULL LEATHER SOLES TOES TO HEELS

Women's Sizes 4 to 9

P. H. VOLK & COMPANY

2-4 Lombard St., Baltimore 1, Md.

also VOLK SHOE STORE SUPPLIES, INC.

109 N. 4th St., Phila., Pa.

Buy Savings Bonds

Obituaries

Edwin Hahn

WASHINGTON, D. C.—Edwin Hahn, 59, president of William Hahn & Co., here, died February 28 at his home after an extended illness.

EDWIN HAHN

Mr. Hahn was a son of the late William Hahn, founder of the shoe firm. He had headed the business since 1934, following the death of his older brother, Harry, whom he succeeded as president. He had been a director since 1912. The firm operates seven shoe stores in Washington and one in Baltimore, all of which were closed to observe his passing.

A graduate of McKinley Technical High School, Mr. Hahn attended Massachusetts Institute of Technology. He interrupted his course in mechanical engineering to join the shoe company. He was prominent both locally and nationally in the shoe business and was a former director of the National Shoe Retailers' Association. He was also president for many years of the Washington Shoe Retailers' Association, a member of the Local Compliance Board during NRA, and a member of the committee which formulated the NRA Retail Code. He served on the boards of the Merchants' and Manufacturers' Association, Washington Shopping News, and Boys' Club of the Metropolitan Police.

Mr. Hahn served on the joint committee that planned and conducted the first combined Shoe Fair of NSRA and the National Boot and Shoe Manufacturers' Association. It was he who, as a member of the Program Committee of the first Shoe Fair, suggested the clinics on accounting, merchandising and advertising.

Last year Mr. Hahn completed an extensive survey of all phases of the shoe industry for the Department of Commerce. He was also the author of many articles on the shoe business, a series of which ran in BOOT AND SHOE RECORDER for over a year under the title "Retailers, Prepare Now!" During the war he was active in lending his services to the war effort, serving on the Small Business Unit of the War Department, at the United Nations Service Center, and on local Price and Rationing Boards. He was a 32nd Degree Mason, a member of Almas Temple, the Shriners, a member of the Cosmopolitan Club, and the Woodmont Country Club.

He is survived by his widow, Mrs. Florentine I. Hahn; two daughters, Mrs. Maurice Bernbaum and Miss Matilda Hahn; a son, William, recently discharged from the Army Air Forces; two sisters, Miss Rae Hahn and Mrs.

Where to Buy

PLAID SHOE LACES

PLAID SHOE LACES

In Stock for Immediate Delivery

Write for Color Card TODAY

LYONS & COMPANY

120 Duane St., New York 7, N. Y.

QUALITY SHOE STORE SUPPLIES for 44 years

WOMEN'S CASUALS

Blue and White; Brown and White. Brown non-marking rubber soles.

In Stock

$1.20

Net 10 days F.O.B. N. Y.

No. 1400

Sizes: 5 to 9. 36 pr. of color to case

See us at the Boston and New York Shows!

POLONER SHOE CO.

156 Duane Street, New York 13, N. Y.

BOONDOCKERS

Trade Mark Reg.

STUDENT DANCE SHOES
by Prima

Perfection in dance shoes. Product of skilled workmen. All leather, nylon-sewed. Handmade throughout.

ACRO-BALLET SANDALS
Sueded glove elk in fawn, black, white..... 60¢
Style number (1)
Kidskin in black, white and colors..... 90¢
Style number (2)

CLASSIC BALLET PUMPS in black, white kidskin
Deluxe pleated-toe ballet pump $2.00
Style number (10)
Acro-ballet practice pump $1.30
Style number (6)
Deluxe advanced full sole ballet pump.....$1.90
Style number (11)

Sizes—8 to 13, 1 to 9 ● Terms—Net 30

PRIMA
THEATRICAL CO.
Columbus 15, Ohio
Makers of Quality Footwear since 1931

Child Life Shoes
NATIONALLY ADVERTISED

Because CHILD LIFE SHOES combine the orthopedic essentials which enable you to make faultless fittings . . . because of fine styling, beautiful leathers, skilled craftsmanship and proved wearability . . . for all these reasons, better merchants say "CHILD LIFE SHOES . . . are really worth selling"

Scientifically designed to correctly support the metatarsal heads and align them for proper foot function.

Plenty of room for all five toes to function normally and grow straight.

Flat forepart, extra width at the ball for ease in treading . . . no crowding or pinching.

Wedged Heel and Counter designed and constructed to help prevent pronation or eversion.

Herbst SHOE MANUFACTURING CO.
MILWAUKEE 10, WISCONSIN
GOODYEAR WELTS EXCLUSIVELY

Beatrice Heller; one brother, Gilbert Hahn. Funeral services were at Joseph Gawler Funeral Home; interment was in Washington Hebrew Cemetery.

New Store to Open in April

BEAUMONT, TEXAS — The Vo-craft Shoe Store will open its doors to the public about April 1, under the management of Charles Abel. The new store, which will be located on Pearl Street, is one of the many Texas shoe stores making up Vogue Shoes, Inc.

To Open Men's Department

SEATTLE, WASH. — Jerauld's Shoe Store is expanding program and will open a men's department around April 1st. The new store will occupy the space adjoining the present location at 507 Pine Street which formerly housed an Apparel Shop.

It will be a large store with redoubled space for women's shoes and accessories.

Font R. McGee

ROCHESTER, N. Y.—Font R. McGee, 79, known throughout the country as a specialist in designing lasts for deformed feet, died at his home here Thursday, Feb. 28. Sixty years of his life were given to this work in which he gained recognition as an expert.

Mr. McGee was born in Shelbyville, Ind., taking up the learning of last making at an early age. Before he had much experience he was called upon to make a last to provide a shoe for a woman who had a deformed foot. He found that it was a difficult job, one which required painstaking effort, but that it was fascinating.

Accordingly, he decided to specialize in it and by 1892 he was devoting all of his time to it. In 1909 he came to Rochester to go to work for the Empire Last Works. In 1920 he became a partner in the Schelter Last Works and was made vice-president. He retired from active work three years ago because of poor health.

Surviving are his widow, Mrs. Martha S. McGee; a daughter, Mrs. William B. Green, Canandaigua; three sons, Charles F., Pierce M. and Herbert F. McGee, all of Rochester; two sisters, Mrs. Daniel E. Burnett and Mrs. Martin Wasser, and a brother, Malcolm McGee, all of Dayton, Ohio

Funeral services were held Monday, March 4, and burial was in White Haven Memorial Park, Rochester.

BOONDOCKERS
Trade Mark Reg.

Conrad Spirison

ROSELAND, FLA. — Conrad Spirison, 62, owner of four retail shoe stores, died here late last month. Interment was at

Mr. Spirison founded stores in Oak Maywood, Ill.

Park, Elmhurst and Des Plaines, Ill., and one in Indianapolis, Ind. Three sons, Ernest, Tom and Harry, will continue the business.

William Menge

DOLGEVILLE, N. Y.—William Menge, 71, one of the founders of the Dolgeville Felt Shoe Company, died February 27. He was born in Germany. With the late Frank Engel of Little Falls he formed the Dolgeville Felt Shoe Co. a number of years ago. The firm was sold in 1920 to the U. S. Rubber Company, but Mr. Menge was associated with it until illness forced his retirement in 1938.

He was a director of the First National Bank, here, and a member of the F. & A. Masons, the Shrine, the Knights Templar, and the Exchange Club.

He is survived by his widow, Mrs. Anna Menge; a son, William III; a brother, Walter, connected with the Dolgeville Slipper Co., and two grandchildren.

Where to Buy

CASUALS

MEN'S CASUALS

$2.45 Pr.

#6592
any sizes 6 to 12
immediate delivery

- Stroller grain leather uppers
- Single leather outersoles
- Grain leather innersoles
- Tan rubber heels
- Stitchdown construction

THE
PILOT SHOE CO.
31 Hopkins Place
Baltimore 1, Md.
Honest Made since 1890

DISPLAY SHOE FORMS

CELLULOID — ladies', misses', children's — flesh color only, varied heel heights and sizes—immediate delivery.
Also PLASTIC (Lucite) DISPLAY SHOE STANDS, men's or women's—attractive.
Write for samples or details
LYONS & COMPANY
120 Duane Street, New York 7, N. Y.
QUALITY SHOE STORE SUPPLIES SINCE 1900

WORK SHOES

Men's Steel Toe Safety Shoes
and
Men's Popular Priced Work Shoes
Union Made
GOODWILL SHOE COMPANY
Hollliston, Massachusetts

White, Colors, Patent Wanted in South

[CONTINUED FROM PAGE 156]

calls itself "The Style Shop of the South," has also placed considerable emphasis on ballet casuals in black, red, brown, and white gabardine.

One definite sign of a return to normal in San Antonio is the resumption of the weekly style shows presented every Thursday noon at the St. Anthony Hotel by Frost Bros.

Mardi Gras Spurs Dressy Sales

The return of the Mardi Gras to New Orleans for the first time since the war sent women scurrying for evening and party shoes for wear to the round of balls, dances, and other social events. And most stores reported that they were unable to fill the demand. When women were unable to secure silver or gold they bought anything that resembled a dress shoe.

W. L. Clary, shoe buyer for Holmes Co., Ltd., reports, "Tan and whites are coming back with a bang. Black is the first seller, Town Brown second, and tans third. Play shoes and casuals in high colors are selling very well. The return of the Mardi Gras this year brought back the party slipper business. There were very few gold or silver slippers available, and we sold all we could get. In place of silver and gold we substituted white faille in the party types. We sold some ballet types in bright colors with heavy braiding for evening wear. In fact, we could sell anything that resembled something different from a street shoe for party wear."

Extremes in Heels Wanted

Albert Wachenheim, Jr., of Imperial Shoe Store, states, "The story is either very high or very flat. They are buying high heels, platforms, and low flat heels in large quantities. High colors, particularly red, are in heavy demand. Loafers and saddle types are still selling well and a neutral blonde shade has been a big success in play shoes and also in matching accessories." This store recently staged a successful promotion of play shoes in "blue jeans" fabric.

Harry Davis, shoe buyer for Godchaux's in New Orleans, has this to say, "Patents are tremendous. Brown and white spectators and brown and white saddle oxfords (what we can get) are wonderful. There is a lot of sustained interest in ballet slippers, which are selling for lounging, for the street, and for fashion and evening wear. We have had a lot of interest in our evening slippers in black satin trimmed with gold and silver sequin bows." Godchaux's has also staged a successful promotion of straw sandals of natural colored raffia with multicolored platforms.

Mobile, Ala., was also preparing for the return of its own Mardi Gras to the social and festival calendar. Leon Wiesener, of Hammel's, gives this report on local demand: "Patent is first, and then comes black calfskin with a smattering of blues. There is a lot of interest in brown in the darker shades and an unusual early play on white casuals and brown and white spectators, with high and medium heels predominating."

Where to Buy

GIRLS' KNOCKABOUTS

FINE GRADE
GIRLS' BROWN COWHIDE CASUAL
Genuine Goodyear Welt
Neolite Soles

$3.65
Sizes 4-9.
Packed 18 prs. to case.

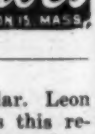
Write for folder
CONJOR SHOE CO.
287 Broadway New York 17, N. Y.

X-RAY SHOE FITTERS

PRIMEX . . . will be the most imitated shoe fitter.
Our circular tells you why
. . . *Write* . . .
PRIMEX EQUIPMENT CO.
135 So. LaSalle St., Chicago 3, Ill.

MEN'S SHOES

THEY HAD TO BE GOOD TO BE LEADERS FOR
68 Years!
New York Offices
308-310 Marbridge Building
New York 1, New York
West Coast Offices
Hoge Building, Los Angeles 14, California



W. L. Douglas Shoes
W. L. DOUGLAS SHOE CO. BROCKTON 15, MASS.

News of the Salesmen and Suppliers

Klein Now Sales Supervisor

NEW YORK.—Milton E. Klein has been named sales supervisor of the W. B. Coon Company, Rochester, N. Y. The position includes the sales manage-

MILTON KLEIN

ment of a subsidiary firm, the Genesee Valley Shoe Company, Cuylerville, N. Y.

Mr. Klein has been in the shoe business for thirty years. He spent seven years with the William Henne Company and has been a sales representative for the W. B. Coon Company for fifteen years. He still retains the company's New York-Philadelphia territory in his new capacity as sales manager.

Mr. Klein is a member of the board of directors of the W. B. Coon Company and is the secretary of the Shoe Club, Inc.

Purchase Store's Stock

BRIDGEPORT, CONN.—The stock of Carol Shoes, 1128 Main Street, has been purchased by Kay's Department Store, Main and Golden Hill Streets, and added to their basement shoe department. The Carol store has closed.

Shoe Store Moves

BAKERSFIELD, CALIF. — Karl's Shoe Store, which for a number of years occupied a corner location in the Sears Roebuck Building at 19th and K Streets, here, has moved to new quarters which have been completely modernized at 19th and L Streets.

Purchases Shoe Store

WEST POINT, GA. — The Langdale Shoe Shop, located in Langdale, Ala., has been purchased by Mrs. W. W. DeLoach, of West Point, Ga.

Firm Buys New Building

NEW YORK.—Mackey Starr, Inc., has completed arrangements for the purchase of a First Avenue building to which the company is to move by July 1, according to Benjamin Goldsmith, treasurer of the firm.

The present location on West 22nd Street has housed the company for nine years. The new building will approximately triple floor space. Factory personnel will be added and production considerably increased once the move is completed.

To Start Wholesale Firm

NEW YORK.—Four members of Crescent Shoe Co., wholesale shoe firm, here, are resigning to go into business for themselves. They are: Max Greenwald, buyer; Harry A. Cohen, credit manager; Charles Stutz who covered Buffalo and Connecticut for the firm, and Max Belkin who was associated with the company for over 20 years. They intend to open a wholesale shoe concern, to be known as Tico Shoe Corp. in the near future.

Joins Father's Firm

NEW YORK.—George B. Finkelpearl, son of the president of Charles Finkelpearl, Inc., is making his first selling trip through the South and doing well according to reports from his father. The younger Mr. Finkelpearl is 20 year old and recently returned from two years overseas with the armed forces.

Sales Dean Retires

BRATTLEBORO, VT.—John A. Greenwood, dean of salesmen of Dunham Brothers Company, has retired after 52 years of service. He joined the company in 1894 when horse and buggy travel was necessary to reach some places, and continuously served the same New England territory to which he was first assigned. Mr. Greenwood resides in Chester, Vt., where he is active in civic and fraternal affairs.

Named Head of Rochester Board

ROCHESTER, N. H.—Ernest W. Blackwell, who was general manager of the Spaulding Fibre Company, Incorporated, until his recent retirement, has been named chairman of the Rochester War Price and Rationing Board. He served in Washington in 1944 as a WPB consultant.

Ballet Slipper Promotion Successful

Chicago, Ill.—A recent promotion of Marshall Field & Co.'s basement store, featuring Sandler colored suede and cotton ballet casual shoes, drew customers from 16 states and Alaska. Mail editions of the Sunday Chicago Tribune, carrying a 1,000-line color ad on the back page of the rotogravure section, was delivered in neighboring cities. A drum display was set up in the shoe section with a picture of a ballerina and a model wearing colored ballet shoes on top of the drum. The same model, wearing "Ballet Americanas", was in the section on the opening day.

Where to Buy

CHILDREN'S SHOES

CHILDREN SHOES

Leather Upper—Sturdy Leather Sole
No-Mark Rubber Heel

$1.60
PER PAIR
NET F.O.B. BOSTON

STYLE #200

COLORS
White, Red
Bunny Beige

Packed 36 prs. to case
Sizes 8½/11 & 11½/3

Benj. Shir Inc.
175 LINCOLN ST. • BOSTON 11, MASS.

CHILDREN'S SADDLES

White Elk with Brown Elk Saddles. Heavy Brown Sport Rubber Soles and Heels.
Full Grain Leather Insoles

In Stock
$2.00
Net 10 days
F.O.B. N.Y.

No. 2300

Sizes: 8½ to 12; 12½ to 3; 36 prs. to a run to the case
See us at the Boston and New York Shows!

POLONER SHOE CO.
154 Duane Street New York 13, N. Y.

MEN'S SANDALS

MEN'S LEATHER SANDALS
LEATHER SOLES with PLATFORM BROWN RUBBER HEELS — Will not mark floors

Style #672

$2.15
per pair
net F.O.B. N.Y.C.

COLORS: Natural, Brown, Sun Tan

Packed 36 prs. to case assorted sizes. Min. orders 18 prs. to a color.

SIZES: 6-11 and 7-12

Other Style Sandals Available—Some With Wedge Heels

KANDEL SHOE CO.
Men's and Boys' Fine Shoes
114 Reade Street New York 13, N. Y.

Returns to Knomark

NEW YORK—Lewis M. Hart has returned to Knomark Mfg. Co., after 41 months' absence while he was serving

LEWIS M. HART

with the armed forces. He will cover the Southern and Southwestern territory for the firm.

Mr. Hart was connected with the company for two years before going into the Army. He was a master sergeant in the Medical Corps.

He is a son of Percy Hart of the Knomark firm.

Marino Moves to New Factory

NEW YORK—John Marino has moved from Second Avenue, where the firm has been located for the past nine years, to 305 East 63rd Street. The new factory occupies the entire sixth floor of a modern building which affords air conditioning and fluorescent lighting to working personnel. The location provides 13,500 square feet of floorage as compared with the former space of 3200 square feet. The factory staff has been augmented from 48 to 81 people.

"We started here in January and have already increased production by 70 per cent," Mr. Marino said. He expects to realize a 120 per cent increase from the move. Pointing to improvements over wartime standards such as the return of the full breasted heel to women's footwear construction, Mr. Marino said, "Our shoe has returned to its normal pre-war quality. We plan to keep it there regardless of present day difficulties."

John Marino began 12 years ago with a small shop on West 46th Street which employed six people.

Returns to Represent Colonial

BOSTON, MASS.—Ed Perry, Jr., has been released from the Army after several years' service, and is back on the job with his father, A. E. Perry, of A. E. Perry Co., 304 Cox Bldg., Rochester, N. Y., who represent Colonial Tanning Co., Inc., in all divisions in the Rochester, Binghamton and Little Falls territory.

Ed, Jr., spent some time recently with John Mercon and Kivie Kaplan at Colonial headquarters going over various matters and reacquainting himself with the line.

Where to Buy

CHILDREN'S SHOES

COMMENDED PARENTS' MAGAZINE CONSUMER SERVICE

The C. A. Haines Health Shoe

for children have for many years been making friends with consumers. Mothers know that their children's feet are safe in shoes bearing this familiar brand which are nationally advertised, for they are built to a standard, correctly designed and carefully made with the best possible materials.

We refuse to lessen the quality of C. A. Haines shoes in order to make more of them.

SUPER-BILT THE C. A. HAINES HEALTH SHOE FLEX-A-PROVED

Because of the shortage of man power we regret we cannot supply all of C. A. Haines shoes wanted by our customers. However, we are servicing all on a fair quota basis to insure equal treatment.

We look forward and are preparing for the time when we can satisfy the demand for this popular line which retails up to $4.00.

L2007 White Crushed Goatskin

SUPERIOR SHOE CO., Mfrs.
508 S. Peoria St. Chicago

Our Distributors

American Shoe Co., 251 W. Jefferson St., Detroit
S. Freiburger & Bro. Co., 119-121 E. Columbia St., Fort Wayne, Indiana
Jayson Shoe Co. . . . Los Angeles, Cal.

Bregman Named Production Manager

ST. LOUIS, MO.—Arnold (Bud) Bregman, recently discharged from the Army after having served 4½ years, will be production manager and will have charge of purchasing at the Monogram Slipper Company, here. He enlisted in the Army as a private before the outbreak of hostilities and was discharged with the rank of First Lieutenant, after having served in England, Europe and Africa with the Eighth Air Force.

Named Officer of Chamber of Commerce

PITTSFIELD, N. H.—Charles B. Adams of Adams Bros., shoe manufacturers, was elected treasurer at the annual meeting of the Pittsfield Chamber of Commerce.

THE YANKEE SHOEMAKERS

LITTLE YANKEE

"GREAT SHOES for LITTLE AMERICANS"

THE YANKEE SHOEMAKERS, Division of Sam Smith Shoe Co.
NEWMARKET, NEW HAMPSHIRE

FOR STYLE
FOR COMFORT
FOR VALUE

Your best buy in chairs... for any purpose.

No. A201
$18.75
EACH

A sturdy chair that stands up against constant use. Upholstered in new leather-textured, plastic coated fabric. Finished in either modern Frosted Oak or Walnut. In green, blue or red. Ready for immediate shipment.

KORRECT-WAY Displays
DIVISION OF AMERICAN FIXTURE & MFG. CO.
2300 LOCUST • ST. LOUIS 3, MO.
DISTRIBUTORS IN ALL PRINCIPAL CITIES

Squires Joins Mercury Footwear

BROOKLYN, N. Y.—Jack Squires has joined Mercury Footwear, Inc., as general manager in charge of all factory production, William Weinbrot, head of the company, has announced.

Mr. Squires held a similar position with the I. Miller & Sons, Long Island City, N. Y., for twenty-five years. His knowledge of management and production will be utilized in the company's expansion plans, according to Mr. Weinbrot. The company manufactures a line of casual styles.

Friends Fete C. M. Moore

BOSTON, MASS.—Club Mayfair was the scene of a surprise party, March 12, tendered to Chester M. Moore, president of The Moore Shank Co. of Everett, Mass., in observance of his fiftieth year in business. He was presented with a watch and scroll signed by the fifty friends and shoe trade manufacturers who were present.

Manufacture of shoe shanks by Mr. Moore and his father, which started in a reconverted hen house in the family's backyard, was expanded from there to lofts in Boston, and eventually to the company's own brick factory in Everett.

Named Industrial Relations Head

NEW YORK—The appointment of Dr. John P. Troxell to the position of Industrial Relations Manager for I. Miller & Sons, Inc. has been announced by George Miller, president of the company. Dr. Troxell returned last month from Europe where he was a member of the faculty of the Army University. He also served on the United States Mission for Economic Affairs in London. He has been Professor of Industrial Relations at Dartmouth College, has served as impartial chairman in wage determinations, and directed training programs in the aircraft industry of the East Coast during the first years of the war. He has served in various capacities in the shoe industry during the past fifteen years.

DR. JOHN P. TROXELL

This appointment is in line with the company's policy to functionalize management throughout the organization, and to place a specialist in charge of each function.

New Firm Formed in Chicago

CHICAGO, ILL.—Under the name of the Guild Shoe Co., a newly formed firm will manufacture women's shoes to retail from $16.50 to $22.50. President of the firm is Edmond Saugues, who had been designer of women's shoes for J. P. Smith Shoe Co. for the past seven years. The position of vice-president and secretary will be held by Leon Netboy and that of treasurer by Nathan Brown, the latter foreman in the men's and women's shoe fitting room of J. P. Smith Shoe Co. for the past ten years. Mr. Netboy owns a woman's shoe store in Evanston, the management of which he has turned over to his brother, Jack Netboy.

Space has been leased in a building at Clark and Division Streets for the new firm.

Where to Buy

SANDALS

SEASON'S BEST BETS
ALL LEATHER SANDALS
with
ALL LEATHER SOLES

$1.75

No. 3300

RED, BLUE, BROWN—Sizes: 5½ to 12

$1.60

No. 4400

RED, BROWN and WHITE
Sizes: 5½ to 12
Minimum Order 18 prs. of a color
Terms: Net 10 Days, F.O.B. N. Y.
Immediate Delivery

ADVANCE FOOTWEAR COMPANY
134 Bowne Street New York 13, N. Y.

WOMEN'S CASUALS

WOMEN'S CALIFORNIA CASUALS
Hard Oak Leather Soles — Wedge Heel & Platform
Sponge Rubber Innersole — Imitation Leather Upper

No. 650

Colors: White, Red, Brown, Beige, Sizes: 4-9
$2.00
No. 651—All Leather Upper—$2.60
Immediate & Future Delivery

BLAIR & ROSS, INC.
76 Reade St. New York 7, N. Y.

Buy Savings Bonds

Ayers to Make Shoes In Boston

NEW YORK—Fred L. Ayers has resigned from OPA and is starting the manufacture of infants' and children's shoes in Boston. The new enterprise

FRED L. AYERS

is to be called Ayers Shoe Corp. Fred L. Ayers is president, Charles G. Keferstein is vice-president, and J. Robert Ayers is secretary and treasurer.

The shoes are to be made by Mr. Ayers' own patented process on a license from the Ayrlyte Corp., New York, of which he is also president. The shoes will be slip-lasted, and will embody new features which will be available to other manufacturers at a future date.

Mr. Ayers is also vice-president of Hi-Goal Products Corp., New York, distributors of exclusive products for the shoe industry. He joined OPA in Washington in 1943, and shortly afterward was transferred to WPB where he served as head of the sole treating program under Howard Coonley in the Leather Conservation Division. This voluntary program was most successful, and shoe manufacturers saved many millions of soles during the war by increasing their wear. After Mr. Coonley went to China, Mr. Ayers was in complete charge of this program until the Conservation Division was discontinued and he returned to OPA.

Fred Ayers is well-known in the shoe industry and has had many patents allowed him on shoemaking processes. He has been consultant on technical shoemaking in all of the European countries.

Award Service Pins To Employees

BROCKTON, MASS.—The W. L. Douglas Shoe Co. has completed award of service lapel pins to more than 600 employees, including 500 connected with the shoe factory and executive offices and 100 with the various retail shoe stores throughout the country. Pins denote the number of years of service the wearer has to his credit, and are given in multiples of five. One employee has 55 on his pin and two others have 50.

The pin carries a white shield in the center of which these numerals are inscribed in gold.

Where to Buy

SANDALS

COWHIDE SANDALS
Cowhide Leather Uppers
Leather Soles

Immediate Delivery

Children's Sizes 5-11	$1.40
Misses' Sizes 12-3	1.45
Ladies' Sizes 4-9	1.55

RED, BEIGE—One Size Range to case.

CONJOR SHOE COMPANY
287 Broadway New York 7, N. Y.

Plan Expanded Ad Campaign

NASHVILLE, TENN.—Plans for greatly expanded newspaper advertising for Acrobat Shoes (infants' and children's) were announced recently by Burton Huffman, divisional manager of Acrobat Shoe Company, division of General Shoe Corporation, at a bi-annual sales meeting.

Keyed to "Where do we go from here," Mr. Huffman's report revealed increased shoe sales during the past year. Salesmen attending the meeting heard for the first time the new novelty song "Tumblin' Tim"—now in sheet music form and available to dealers for distribution to customers.

Completed plans for a traveling display were also announced. Full color, third dimensional figures of Tumblin' Tim with his circus pony and other animals will be available for display in shoe departments.

In New Offices

NASHVILLE, TENN.—Occupation of the Medical Arts Building by the General Shoe Corporation began recently when the public relations, safety, employee relations, and employees publication departments moved into offices vacated by lease terminations of the former occupants.

General Shoe obtained a long term lease on the twelve-story building last October. Other offices will be transferred from 511 Main Street as leases teminate.

Two New Additions To Sandler Staff

BOSTON, MASS.—David Simmons has joined the Sandler of Boston organization to take charge of the "Ropesters d'Haiti" factory located in Port-au-

DAVID SIMMONS

Prince. Mr. Simmons was formerly superintendent of the Manning-Gibbs Company, Worcester, Mass.

In opening a plant for the manufacture of raffia and other products in Haiti, Mr. Simmons took with him American equipment and lasts in order to control the quality of the finished product. The factory was purchased by William Giddon, vice-president of the Sandler Company, who visited Haiti last Summer with Kenneth Post, technical director of Sandler enterprises.

William Gibbon, vice-president of A. Sandler Co., has also announced the addition to the company's executive staff of Robert H. Platen. He will be

ROBERT H. PLATEN

associated with Louis Klamberg, manager of the Junior Shoe Division.

Mr. Platen has resigned his position as buyer of women's and children's shoes for Stewart & Co. of Baltimore, which post he held prior to entering the armed services in 1942. Of his three years with the Army, two were spent in the Army Air Forces in the Southern Pacific theater. Prior to joining the buying staff of Stewart & Co., Mr. Platen spent seven years in the women's shoe department of William Filene's Sons Co., this city.

Open New Showrooms

NEW YORK.—Town & Country Shoes, Inc., have opened New York showrooms on the 81st floor of the Empire State Building. Verne Clark is the company's representative and will maintain an office in conjunction with the display space. Miss Clark explained that the present office is temporary and will be moved to the 83rd floor, April 1.

Vergil Lipscomb, president of Town & Country Shoes, will be in the New York office during the last week in March and the first week in April, Miss Clark said. The company's home office is in Sedalia, Mo.

Royal Craft Changes Name

MILWAUKEE, WIS.—The name of the Royal Craft Shoe Company has been changed to Everston Shoe Company. The change was made to identify the owner and founder of the business and does not denote change in management or policy. The firm has doubled floor space by moving to a new location at 1237 N. Jackson Street.

what is . . .
FIT with a FUTURE ?

WHo-o-o-o knows?

The PLAY-POISE TWINS know the answer and . . .

THEY'LL TELL THE WORLD ABOUT IT . . . SOON

DEALERS . . .
Get ready for this new sales and good-sense feature of

Sorry, no new PLAY-POISE franchise is available yet!

THE VIRGINIA SHOE CO., INC.
FREDERICKSBURG, VIRGINIA

Where to Buy

CHILDREN'S SHOES

ANOTHER PEDICROSS HIT
Brown Elk. White Elk. Open Toe Oxfords.
Heavy Brown Rubber Soles.

In Stock
$1.75
Net 10 days
F.O.B. N. Y.
No. 1561
Sizes. 8½-11; 11½-3
36 pr. of run to case & color
See us at the Boston and New York Shows!
POLONER SHOE CO.
156 Duane Street New York 13, N. Y.

SHOE BAGS

Men's and Women's
SHOE BAGS

Made of finest water repellant LEATHERETTE obtainable. Rawhide finish. A sturdy bag. A profitable item. To display them is to sell them!
RETAILS:
$3.00 to $3.50

COLORS: Maroon or Brown, with either Pink or Blue Binding.
SIZE: 17" x 30"; Pockets 7¾" deep.
Also Children's Bags of coated material, illustrative Children's figures. Each with 8 pockets ..... Retails $1.00 to $1.25
Bags packed 1 doz. to package
F.O.B. Chicago
Details and Prices on request
Immediate Delivery
WILLIAMS PRODUCTS CO.
1855 Milwaukee Ave., Chicago 47, Ill.

SOUVENIRS

BUILD UP YOUR KIDDY BUSINESS
Give-Aways for Boys and Girls
BALLOONS—COMIC BOOKS—MARBLES
Wire or Write Today for our Low Prices
NATIONAL SALES CO.
7403 So. Euclid Ave., Chicago 49, Illinois

New Factory to Make Men's Scuffs

GLENDALE, CALIF.—Scuffs, Inc., is the name of a new shoe manufacturing plant, here, owned and operated by Melville Kaufmann. This plant is equipped to turn out 500 pairs of men's scuffs daily. According to Mr. Kaufmann, the new factory was needed to relieve the pressure at the Casuals, Inc., Los Angeles factory; now all facilities in Los Angeles will be devoted to making Casuals for men.

Robert Brogan, whose father is superintendent at the Casual main factory, will be in charge of operations here in Glendale.

Opens Sales Room

LOS ANGELES, CAL.—D. C. Phipps has taken space in the Haas Building, here, for his line, that of Spalsbury, Steis, Deevers Shoe Co. of St. Louis. Mr. Phipps was recently appointed to cover the California, Arizona and New Mexico sales territory for this firm.

Takes Sales Space

LOS ANGELES, CAL.—S. P. McClanahan has opened a sales office in the Haas Building, here, for the Prouty Sales Co. of Boston. Eddy Nelson assists Mr. McClanahan in the selling.

To Show Fall Shoes Via Ballet

LOS ANGELES, CAL.—New Fall styles of Cobblers, Inc., will be presented in a fashion ballet to be danced by the Teen-age Dance Work Shop, a group of Westchester, N. Y., girls under the direction of Steffi Nossen. Dances will emphasize Fall activities and Cobbler shoes will be worn, with other California designed fashions, throughout.

The event will take place at the Roosevelt Hotel, New York, April 1, simultaneously with the company's showings in its offices and in show rooms at the Pennsylvania Hotel.

Named Shoe Products Representative

NEW YORK.—William P. Ramsey of Newark, N. J., has been appointed shoe products representative for United States Rubber Company in northern New Jersey. With headquarters in Newark, he will handle the company's line of rubber soles, heels and other shoe products distributed by jobbers in all Jersey territory north of Trenton and Asbury Park.

Mr. Ramsey was recently discharged from the United States Army after a spectacular four-year tour of duty with the 82nd Airborne Division. Before the war he sold textiles to Southern department stores for a New York importing firm.

Julian & Kokenge Re-elects Officers

COLUMBUS, O.—H. N. Lape has been re-elected chairman of the board and Herbert L. Lape, Jr., president of the Julian & Kokenge Co., Columbus, at the annual meeting of stockholders and directors. In addition to the above directors who were elected by stockholders included Robert N. Lape, Felix P. McCarthy, Elmer Kokenge, E. A. Argus, R. M. Kern, and L. L. Boger. Other officers of the firm are Robert N. Lape, vice-president; Mr. Argus, secretary, and Mr. Kern, treasurer.

Shoes Take to the Air!

Everything from shoes to automobile parts are being carried by air freight these days. Julius Cohen, left, proprietor of the W-C Bootery, Chicago, receives from United Air Lines Stewardess Dorothy Carter a shipment of Etonic Arch Shoes from Charles A. Eaton Co., Brockton, Mass., as A. J. Doyle, Eaton salesman, looks on.

Veterans Return to D. Myers

BALTIMORE, MD.—"Happy Days Are Here Again" is the theme song at D. Myers and Sons, where a number of

LESTER CAPLAN

staff members are returning from the armed forces.

Charlie Shipley, Jr., Myers' sample man, was in the Army 44 months with 18 months of it in the Aleutians. He served with the 716th Aircraft Warning Co. and upon his return to the States was stationed in California, later in Florida as instructor.

Joe Zion, in charge of export orders for Myers, was in the Army for 32 months, with two years in the E.T.O. as a member of the XVIII Corp. Air Borne (Explosive Engineer Intelligence Instructor). He took part in campaigns in Northern France, Battle of the Bulge, Rhineland and Central Germany.

Lester Caplan, Myers representative in Eastern Pennsylvania, returned not long ago from the Southwest Pacific. He entered the Air Force July, 1942, and was overseas 31 months. He took part in the New Guinea, Philippine and Okinawa campaigns, as a member of the 3rd Airdrome Squadron 5th Air Force.

Harry Goodman was an M.P. guarding prisoners of war at Fort Riley, Kansas. In January he returned to Myers where he is helping out in the order department and waiting on house trade.

Samuel Weintraub entered the Air Force April, 1943, and went overseas April, 1945. He was a member of the 356th Sq. 331st Bombardment Group, stationed at Guam. He returns to cover Alabama, Mississippi, Georgia and Tennessee for the firm.

BOONDOCKERS
Trade Mark Reg.

Frank Smalkin entered the service January, 1944, and was trained as an Infantry replacement at Camp Croft, S. C. Later, he was trained at camp as a Company Clerk and held the rating of T/5. In December he returned to the company to assist Elkan Ries.

Danny Daniels, recently appointed credit manager, served in the Navy from July, 1941, to January, 1946. He saw action as part of convoys and patrols, in the Mediterranean, Atlantic, and off Bermuda, Spain, Iceland, and Greenland.

Approves Import of Natural Rubber

NEW YORK — Commenting on the State Department's anouncement of completion of price negotiations for purchase of natural rubber from British, Netherlands, and French areas in the Far East, Herbert E. Smith, president of United States Rubber Company, said:

"The price, which was fixed at 20¼ cents per pound for standard top grades of smoked sheet delivered f.o.b. ocean going vessels, is fair and equitable to the producing areas. It enables us to maintain our economy. It makes unnecessary any subsidy or change of prices here.

"It is expected that additional use of natural rubber will now be permitted where it is badly needed to improve the quality and performance of many rubber products.

Purchase Factory Site

MONROVIA, CALIF.—The Los Angeles Shoe Manufacturing Company, of 65 North Raymond Avenue, Pasadena, Calif., has purchased a five-acre site for a factory here. Construction of the new plant, which will manufacture women's shoes, is expected to start without delay. It will become the company's main production center and will employ about 300 persons.

Sell Play Shoe Firm

LOS ANGELES, CALIF.—Tom-Toms Play Shoe Manufacturing Company, at 1208 San Julian Street, Los Angeles, Calif., was sold on February 14, with all lasts, dies, patterns and equipment, by Thomas Roopenian to David Franks of California, a partnership.

Gage Returns to Represent C. S. Pierce

BOSTON, MASS.—Appointment of Lt. Corral R. Gage, USAAF, as the C. S. Pierce Company Milwaukee representative was made known recently by John M. Berglund, treasurer of the Pierce company.

Lt. Gage has recently been discharged after thirty months' active duty with the Army Air Forces. During this time he served a tour of duty in the Pacific Ocean Area and participated in many of the early raids on the Japanese home islands.

CORRALL R. GAGE

As of March first, he took over the complete C. S. Pierce line, including shoe finishes, forms, trees, and leather box toes.

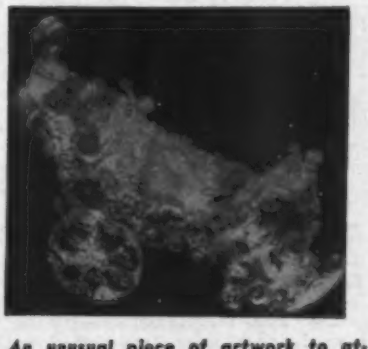
Forms New Slipper Company

NEW YORK — Ben Epstein, better known in the shoe trade as "Eddie" Epstein, has severed his partnership in the Silver Slipper Manufacturing Company to form his own company, Cinderella Footwear, Incorporated.

The factory, on West Pine Street, Long Beach, L. I., N. Y., will be ready for occupancy in three or four weeks and will employ about 65 people. "We expect to make 2,000 to 2,500 pairs of boudoir slippers a day within a month after starting operations," Mr. Epstein said, "and next year we hope to add play shoes to our line."

Amy Schloss will be in charge of the firm's showroom in the Marbridge Building.

Decorative Piece for Show Windows



An unusual piece of artwork to attract customers to show windows. Twenty-two molds were used to build the intricate base of this facsimile of old Dresden china. The pastel flowers are hand made and real lace forms the framework for the china lace decoration. No two pieces are alike.

Where to Buy

CHILDREN'S SANDALS

CHILDREN'S LEATHER SANDALS

Long-wearing Leather Soles with Rubber Heels

At Once Delivery

$1.55

Net 10 days F.O.B. N.Y.

No. 295

Colors: Red—Luggage. Sizes: 5-8, 8½-11, 11½-2. 36 pr. to a run of color in case.

See Us at the Boston and New York Shows!

POLONER SHOE CO.

154 Duane Street, New York 13, N. Y.

CHILDREN'S SHOES

CHILDREN'S SHOES

FOR IMMEDIATE DELIVERY

1st Stepper

INFANT'S MOCCASINS

767—All White Elk. Moccasin, semi-soft Chrome Sole. Finest Quality Upper Stock and Leather Sole.

Sizes: 1-4

$1.10

MADE OF ELK UPPER AND BEST QUALITY LEATHER SOLE.

D 501—Child's Brown Elk.

D 500—Child's White Elk.

Sizes: 5-8

$1.75

#3080

Infant's White Boot

Moccasin Toe, soft Sole.

Sizes: 0-3

$8.00 dz.

MEN, WOMEN, CHILDREN SLIPPERS and CHILDREN SHOES

CHARLES SPIEGEL CO., INC.

411 Essex Street, Salem, Massachusetts

Joins Pacific Shoe Co.

SAN FRANCISCO, CALIF.—Joe Ginsberg is now sales manager for the Pacific Shoe Company, here, according to an announcement by Max Garfinkle, company head. He is well known to the shoe trade. His last executive position was as shoe buyer for the Emporium, here.

Appointed Sales Manager

NO. QUINCY, MASS.—Harry T. Fogg has been appointed sales manager of the Alfred Hale Rubber Company, here.

HARRY T. FOGG

Associated with the company since 1941, Mr. Fogg, over a period of years, has also been connected with leading producers of rubber soles and allied lines both in a production and a sales capacity.

"Harry," as he is known to his friends, is a popular figure throughout the shoe and rubber industry.

N. Y. Shoe Industry to Honor Ben Schwartz

NEW YORK — A testimonial dinner and dance to honor Benjamin D. Schwartz, president of Schwartz & Benjamin, Inc., for 30 years of service to the shoe industry, will be held in the grand ballroom of the Pennsylvania Hotel, March 26.

Originally planned by members of the New York Shoe Board of Trade to mark the end of Mr. Schwartz's tenure as president of that group, the idea was taken up by other friends and associates of Mr. Schwartz. The committee, headed by William H. Burger, with Joseph Goldsmith as co-chairman, is representative of all New York footwear manufacturers and allied trades.

Mr. Schwartz received his first shoe training as personal assistant to the head of the Wolnicar Shoe Company in Brooklyn. His first private venture was as a partner in Reis and Newman in New York. Later, with Jacob Levine, he formed the Levine-Schwartz Shoe Company in Brooklyn. At the termination of this partnership in 1923, he joined with Ben Benjamin to form Schwartz & Benjamin, Inc., which he now heads, with his brother, Samuel, as partner.

Mr. Schwartz is noted for his active interest in all aspects of the New York shoe industry and in the various philanthropic drives within the industry. He retired as head of the Shoe Board of Trade to accept the presidency of the Guild of Better Shoe Manufacturers. He has headed the shoe division of fund campaigns for the American Jewish Congress, the National War Fund, the Red Cross and War Bond drives. Currently, he is head of the shoe division of the Cancer Fund Drive.

Approximately 1000 people are expected to attend the affair which the committee expects to make the industry's outstanding social event of the season. Tickets may be secured by writing William H. Burger, Room 503, 47 West 34th St., New York 1, N. Y.

Florsheim Treasurer Resigns

CHICAGO, ILL.—R. L. Seaman, treasurer of The Florsheim Shoe Company, known as an able credit and financial executive in the shoe and men's wear industry, has resigned his position to become vice-president and general manager of the Star Novelty Utilities, Inc., Chicago, a wholesale concern in which he has an ownership interest.

Mr. Seaman started with The Florsheim Shoe Company 23 years ago, coming up through the credit department of the organization to his present position. He is the first vice-president of the Chicago Association of Credit Men and is widely known throughout the country as a leader in credit activities.

To Collect for Cancer Fund

NEW YORK.—Organization of a committee to solicit contributions for the $4,000,000 Memorial Cancer Center Fund has been announced by the Wholesale Shoemen's Association of New York. The announcement was made by Mac Ermoloff of Dr. A. Posner Shoes, chairman of the committee.

Committee members are: Arthur Lenart, Louis Handel, Harry A. Cohen, Jack Brandevein, Joseph Smolinsky, Morris L. Silverstein, David Weiner, Allan Goldsmith and Herman Becker.

In announcing the formation of the committee, Mr. Ermoloff said that it was the result of the spontaneous interest in the effort of Memorial Cancer Center to find a solution to the cancer problem. He said the committee members would organize their solicitation among the merchants of the Duane Street shoe market, and that he believed that a substantial amount would be raised.

Apparel Industries Organized For Red Cross Drive

NEW YORK—The apparel industries of Manhattan, formed into seven groups and 72 divisions, have been organized in support of the Red Cross 1946 Fund, under the chairmanship of Mrs. Henry J. Rosenblatt, it was announced by James Bruce, chairman of the Manhattan Red Cross Commerce and Industry Committee.

NOW READY
1946
Directory of Shoe Manufacturers
43rd ANNUAL EDITION
Flexible Leather Binding, Fits Vest Pocket (2¾ x 5½)
Many More Changes Than Ever Before
$2.00 POST PAID
ORDER TODAY

AMERICAN SHOEMAKING
683 ATLANTIC AVENUE
Tel. Liberty 0190-0520 BOSTON 11, MASS.

HANDY PRICE STICKERS for SHOES and CARTONS
100 to a perforated sheet; width to fit your typewriter

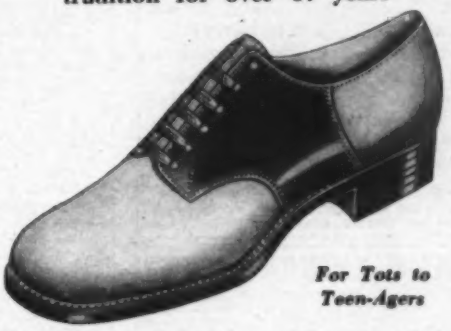
Book of 1452 markers will mark 726 pairs.

STOCK NO. 300
CEILING PRICE $4.50
OUR PRICE $4.50
Actual size

12 sheets gummed and perforated to a book.
1452 Price Markers
$2.00
2 books: $3.50
Check, M.O., or C.O.D.

BOOT & SHOE RECORDER—Merchants Service Dept.
239 S. State St., Chicago, Ill.

Altschul
Where QUALITY has been a tradition for over 47 years



For Tots to Teen-Agers

While our facilities are still engaged in supplying our regular customers, we promise these fine shoes to others as soon as production warrants.

JULIUS ALTSCHUL, INC.
117 Grattan Street • Brooklyn 6, N. Y.

Set Ceilings on Rubber Heels, Soles

WASHINGTON — Uniform dollar-and-cent ceiling prices have been established at all levels of distribution in the home replacement trade for brown rubber heels, black composition nail-on half soles, and cement-on rubber soles, the Office of Price Administration has announced.

The ceilings, effective March 11, 1946, apply to heels and soles bought by the public usually in chain and hardware stores and later attached to shoes in the purchaser's home.

Retail ceilings for the brown heels, which are now being sold again after being off the market during the war years, are generally five cents a pair above the existing ceilings for black heels, the type sold during the war. The new ceilings are from 10 to 30 cents a pair. Manufacturers' ceilings range from 56 cents to $1.69 per dozen pairs, while wholesalers' ceilings range from 75 cents to $2.25 per dozen pairs.

For black composition nail-on half soles, which heretofore have had varying "freeze" ceiling prices, the new retail ceilings range from 20 to 30 cents a pair. Manufacturers' ceilings range from $1.05 to $1.70 per dozen pairs, while wholesalers' ceilings are from $1.40 to $2.27 per dozen pairs.

For cement-on rubber soles, which formerly were under "freeze" ceilings or regionally-established specific ceilings, the new retail ceilings are from 15 to 25 cents a pair. Manufacturers' ceiling are from 88 cents to $1.65 per dozen pairs, and wholesalers' ceilings range from $1.17 to $2.20 per dozen pairs.

Groves Celebrates 77th Year

CHICAGO, ILL.—George M. Groves, founder of the Groves Shoe Company, celebrated his 77th birthday with a Winter party at his farm, twenty-one miles from here. Over 100 friends and associates responded to gaily printed, poetic invitations.

GEORGE M. GROVES

Mr. Groves is still an active member of the firm and commutes daily from farm to office.

Form Partnership

ST. LOUIS, MO.—Charles Gardner and Jaque Orenstein recently formed a general partnership to operate under the name of St. Louis Shoe Company, with offices and warehouse at 1216 Washington Avenue, here. They will engage in the wholesale shoe business handling men's, women's and children's shoes.

Morris Wolock Company Expands

NEW YORK — Morris Wolock & Co. has acquired an additional floor in the building at 51 Franklin Street, doubling the available space and making possible the production of 2000 pairs of shoes a week as compared with 1250 pairs prior to expansion.

The firm, a member of the Guild of Better Shoe Manufacturers, will devote the additional production to high style, unconventional footwear, according to Mr. Wolock. "Since government regulations and controls have hampered the development of unusual detailing for five years I feel the shoe retailer is ready for the new and the exclusive," he said. Reptile will be a featured leather.

Classified and Want Ads

SALESMEN WANTED

SALESMEN WANTED

To carry general line of branded House Slippers. We are now expanding our business and as we carry one of the largest floor stocks in the country we can deliver the orders. Can be carried with other non-conflicting line. We have a competitive line with a number of exclusive fast selling styles. Write us giving territory you cover and line now carried. We answer all applications.

Address 946, care BOOT & SHOE RECORDER
100 East 42nd Street, New York 17, N. Y.

LIVEWIRE SALESMEN WANTED

Men's, Women's, Misses', Children's Sandals, all patterns and styles. Also Men's, Women's, Boys' Moccasins, Women's Playshoes, all grades; large line of Men's, Women's, Boys', Children's Felts. All in stock.

Choice territories open.

SCHWARTZ FOOTWEAR CO.
529 N. Broadway, Milwaukee, Wis.

ACTIVE SALESMEN FOR MEDIUM PRICED LINE of Men's, Women's and Children's Playshoes and Slippers. Few territories open. J. BENENFELD & CO., 19 Hudson Street, New York.

Excellent Opportunity for Salesman

with personality and initiative to travel States of North and South Dakota, Nebraska and Iowa. We carry a complete line of Branded Casual Shoes, Sandals and Slippers for men, women and children. We have a very good following in these States.

FRED JACOBS SHOE & SLIPPER CORP.
200 Church Street New York 13, N. Y.

SALESMAN, NOW COVERING THE STATE OF OHIO can supplement income by carrying one manufacturer's sample Children's Pre-Welt Shoe. Give complete details, including territory coverage, how long with present house and line you carry now. Address #968, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

LIVEWIRE SALESMEN WANTED

Men's, Women's, Misses', Children's Sandals, all patterns and styles. Also Men's, Women's, Boys' Moccasins, Women's Play Shoes, all grades; large line of Men's, Women's, Boys', Children's Felts.

All in stock. Choice territories open.

SCHWARTZ FOOTWEAR CO.
529 N. Broadway, Milwaukee, Wisconsin.

FACTORY WANTS THOROUGHLY EXPERIENCED traveling Shoe Man that knows the large users. Good opportunity. Salary, plus commission. Write: M. W. Rose, 76 Reade Street, New York 7, N. Y.

SIDE LINE SALESMAN WTD.

SALESMAN: Now Traveling State of Kentucky, also Middle West, to carry sideline of in stock Children's and Women's Sandals and Casuals on commission basis. Address #948, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

FOOT APPLIANCE MANUFACTURER wants side-line salesman calling on retail shoe and repair shops; extra liberal commissions. State territory desired, experience and references. VOSBURG FOOT APPLIANCE CO., Austin, Texas.

MANUFACTURER OF ALL LEATHER SANDALS, and Play Shoes has all territories open for men of experience who have connections with Jobbers, Chains, and Department Stores and also the Retail Trade. Commission basis only. Give full information with application. Line consists of about six samples. Address #982, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

SIDELINE SALESMEN WANTED, South and Southwest, to sell medium priced Line Men's and Women's Casuals, Men's and Women's Leather and Felt House Slippers, Children's Stitchdowns. Address #984, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

SIDELINE SALESMEN WANTED: Excellent opportunity—Salesmen to carry as sideline on commission basis—beautiful shoe ornaments—to medium and better grade clientele. Attractive territories available. Address #967, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

EXPERIENCED SALESMEN wanted to carry as a sideline popular price Ladies', Men's, Children's Sandals, Casuals, Playshoes, House Slippers, Baby hard sole shoes. All territories open. Commission basis. Give full details. Address #986, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

HELP WANTED

ARE YOU AMBITIOUS?

And if so, and you are from 20 to 25 and eager to attend college, here's your chance to come to Chicago. Your hours after classes would be occupied in learning one branch of advertising, acting as understudy for our Chicago land manager of a business magazine. A young man with personality, tact, and good manners might find this a real opportunity to pay his way through college. Your age, family background, references and picture will all be helpful in guaging our interest in replying to your application.

Address: Box #983, BOOT AND SHOE RECORDER
200 So. State Street, Chicago 4, Ill.

HELP WANTED

EXPERIENCED CUTTING ROOM FOREMAN, Play Shoes and Slippers; daily production 5,000 pairs. Must have knowledge of patterns. Address #965, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

POSITIONS WANTED

EXPERIENCED SHOE STORE MANAGER, Family or Ladies' Novelties; Wife experienced saleslady. Will not consider Department Store. References furnished. Address #981, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

RETAIL SHOE STORE MANAGER-SALESMAN; 14 years' experience, individual Department, Chain Stores; full knowledge retailing, buying, selling, merchandising, administration; desires position retail, wholesale or manufacturer. Address #971, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

FOR SALE

ESTABLISHED BETTER GRADE FAMILY SHOE STORE for sale. Good North New Jersey location. Low rental lease. Owner ill. Address #974, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

FOR LEASE

AVAILABLE SHORTLY, SPACE FOR GENERAL SHOE DEPARTMENT

in leading store in city (Eastern Iowa), selling better grade clothing for men, women and boys. If interested

Address 978, care BOOT & SHOE RECORDER
209 So. State Street, Chicago 4, Ill.

LINE WANTED

WANTED: For presentation of the best accounts in the Southeast an outstanding line of better grade, smartly styled Women's Shoes. Sample room maintained in Atlanta. References. Address #975, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

WANTED: LINE MEN'S LEATHER HOUSE SLIPPERS, Romeos, Loafers, Operas, Everetts for Missouri, Kansas, Oklahoma. Well known to trade. Address #972, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

EXPERIENCED SHOE SALESMAN desires Manufacturer's General Line of Shoes for State of Florida and part of Georgia. Address #966, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

WELL ESTABLISHED SALESMAN, Veteran, Northeast and Southeast States, selling high grade Ladies' Casual Shoes, seeks non-conflicting better grade line for Department and Specialty Stores. Prefers short line of Women's Dress Shoes. Best references. Address #964, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

CLASSIFIED ADVERTISING RATES

The rate for undisplayed classified advertising is 10 cents a word under any of our classified headings. Minimum rate is $1.80 for each insertion. When a box number is desired, addressed to any of our offices, 12 words must be added for this and charged at the word rate. If advertiser's own name and address is used, count each word (street number is one word) at word rate. Classified advertising is payable in advance. Send check or money order with your copy. No accounts are opened for classified advertising except for regular advertisers on contract.

The rate for all displayed or boxed in classified advertisements is $7.00 an inch with a maximum of 40 words per inch.

☞ *Advertisements for this page must be in our New York Office 10 days preceding publication date.* ☜

LINE WANTED

LINE WANTED

WANTED

For Fall selling, high grade line of Women's Style Shoes to retail around $15.00. Present lines carried: Van Arden, Rice O'Neill, Selby Arch Preserver, Arnold, Armstrong, Barefoot Originals. DeLiso Debs, Queen Quality, Air Step, and Gregory Read.

WANTED

Also, a Welt Line for Junior Debs to retail $8.95 up. Department Store, Middle West, 60 years in business. High class trade. Store volume $4,000,000.

ADDRESS 985, c/o BOOT & SHOE RECORDER
100 EAST 42nd STREET, NEW YORK, N. Y.

WANTED TO PURCHASE

WANTED TO PURCHASE

TOP PRICES FOR YOUR SURPLUS BETTER GRADE SHOES

Convert into cash—any quantity
YOUR NAME PROTECTED . . . WRITE — WIRE OR PHONE
RELIABLE SPECIALISTS IN FINE SHOES FOR 15 YEARS

M. K. WEIL SHOE CO.
1215 Washington Avenue—St. Louis, Mo. Central 4898

CASH PAID FOR SHOE STORES
CLOSE OUTS, JOB LOTS
SHORT LEASES ASSUMED
B. SABIN
98 DUANE ST. NEW YORK 7, N. Y.
Telephone WOrth 2-2515

BARIS BUYS
Quality Shoes for Men, Women and Children
FOR CASH.
BARIS SHOE CO., Inc.
WOrth 2-5180-1
79-81 Reade St., New York 7, N. Y.

WE BUY
SURPLUS AND COMPLETE STOCKS OF BETTER GRADE SHOES FOR CASH
SHORT LEASES ASSUMED
YOUR NAME AND BRAND PROTECTED
IRVIN RUBIN, INC.
"The House of Jobs"
89 READE STREET
New York City
Phone BARCLAY 7-7887

SELL YOUR JOB LOTS TO SAM CAMITTA & SONS
95 Reade St., New York 13, N. Y.
FOREMOST SHOE BUYERS SINCE 1906
COrtlandt 7-4878-9

WE WILL BUY FOR CASH
RETAIL SHOE STORES
AND PAY HIGHEST PRICES
CAMITTA SHOE COMPANY
120 N. 4th St., Philadelphia, Pa.
Phone Lombard 2062

WE BUY
SHOE STORES
FOR CASH
BARSH & CEASAR
31 N. 4th St., Philadelphia, Pa.
Phone MARket 1666

SHOE STORES WANTED within 350 miles of Chicago—Cash deal at good prices. Address #865, care Boot & Shoe Recorder, 209 So. State Street, Chicago 4, Ill.

WILL PAY CASH FOR SHOE STORE doing $50,000 or more, located in the Middle West. Address #980, care Boot & Shoe Recorder, 1221 Locust Street, St. Louis 3, Mo.

DO YOU WANT TO SELL YOUR SHOE STOCK? We will buy Men's, Women's and Children's branded shoes selling from $4.00 to $13.00, paying you original cost. Address #979, care Boot & Shoe Recorder, 1221 Locust Street, St. Louis 3, Mo.

PRIVATE PARTY WANTS TO BUY FOR CASH, Family Shoe Store in New York or New Jersey. Give complete details. Address #977, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

SHOE STORE OR DEPARTMENT, (Veteran), desires established business within fifty miles of New York. Write details, confidential. Address #976, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

SHOE STORE IN GREATER NEW YORK, Cancellation Shop or Family Shoe; Principal. Address #973, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

MERCHANTS NEEDS

CHAIN-STORE TYPE
SHOE MAT SERVICE
NOW AVAILABLE
Complete ads shipped weekly. Newest merchandise always featured. Nominal cost. Write for details.
A. PALAN, *Advertising and Merchandising*
5520 South Shore Drive, Chicago 37, Ill.

POLLY CLIP *for Price Tickets*

Will be available for shipment in April, 1946. Order now for early delivery.
M. D. POLLINGER CO.
Holland Bldg., St. Louis, Mo.

SHOE DEPTS. WANTED

AGGRESSIVE, LIVE WIRE, SMALL CHAIN

Want to lease several shoe departments within radius 500 miles of St. Louis.

STANLEY WOHL SHOE CO.
1309 Washington Ave., St. Louis, Mo.

BUSINESS OPPORTUNITY

ARE YOU A MANUFACTURER

of Genuine Goodyear Welts in the higher price range?

Can you use an additional volume of 25,000 pairs this year?

If so, communicate with us. We furnish lasts, patterns and pay cash. No strings attached!

Address 952, care BOOT & SHOE RECORDER
100 East 42nd Street, New York 17, N. Y.

WANTED TO PURCHASE

FAMILY SHOE STORES OR CHILDREN'S DEPARTMENTS wanted. New England preferred. Address: Box #B970, Boot and Shoe Recorder, 10 High Street, Boston 10, Mass.

WANTED: Model P 28" USMC Splitting Machine or similar machine. Beam sole cutting machine. Address #969, care Boot & Shoe Recorder, 100 East 42nd Street, New York 17, N. Y.

WANTED TO PURCHASE

WILL PAY INVOICE PRICE FOR COMPLETE OR BROKEN LOTS CURRENT STYLE SHOES

— MEN'S —

Stacy Adams	Nunn-Bush
Dr. Locke	Edgerton
Uptown	Rob Lee

— CHILDREN'S — BOYS' —

Poll Parrot — Child Life

Official Scout

— WOMEN'S — GIRLS' —

Seymour Troy	Dickerson
Dr. Locke	Laird Schober
Queen Quality	Antioch
Bourbeuse	Pennant
Jefferson	Forest Park
Moulton Bartley	AirStep
Spaulsbury	Edgewood

Official Scout

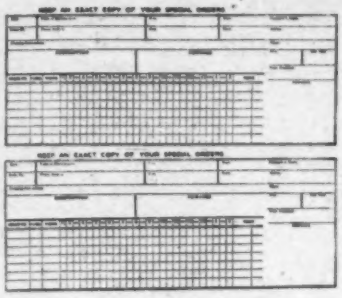
Submit stock number, sizes and descriptions.

Address Box #963, care BOOT & SHOE RECORDER
100 East 42nd Street, New York 17, N. Y.

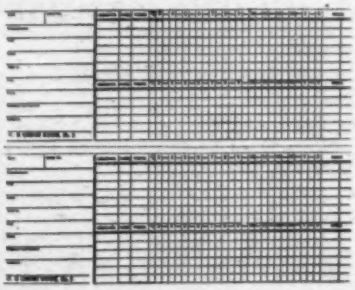
SHOE CHAIN UP-TO 12 UNITS WANTED —IN MIDDLEWEST. Cash. Write: J. Kramar, 206 N. Elmhurst Road, Prospect Heights, Ill.

MERCHANTS' NEEDS

BOOK #1



BOOK #2



SIZE 8½" x 11"

C.B. SHOE STORE ORDER BOOKS

BOOK #1 SPECIAL ORDERS | 100 ORDERS
BOOK #2 STOCK ORDERS | 100 COPIES

75¢ Each—Plus Postage
Save Postage Buy 4 or More Books

SEND ME..... BOOK #1 BOOK #2.....

CLYDE BENNETT

P. O. Box 1065 Lansing 4, Mich.

MERCHANTS' NEEDS

FIT COMES FIRST
with the original
SHOE DOCTOR SHRINKERS

FOOT COMFORT easily provided for hard-to-fit or abnormal feet. Our Shoe Doctor Shrinkers when used with our specially prepared fluids, give the proper fit to shoes which fit large around the top, slip at the heel, or gap at the sides. Any fullness or wrinkles in leather or fabric are easily shrunk without harm.

Special combination offer $32.50 (fluids included in above prices).

Send your order or write for detail information.

E. C. SMELTZER CO.
121 E. 51st Street, Indianapolis, Ind.

Mats and Ideas FOR YOUR NEWSPAPER ADVERTISING

—if you advertise in newspapers write today for free samples of

1. **Sterling Shoe Mat Service**
A quarterly matrix service of carefully written copy, photographs and beautiful art work for direct mail and newspaper advertising.

2. **Vincent Edwards Idea Clipping Service**
Actual newspaper tear sheets of ads of shoe stores; you select the exact stores and cities you want to see or leave the selection to our advertising staff.

3. **Learn Advertising at Home**
Advertising is an interesting study and prepares you to write more effective letters; to acquire a larger vocabulary; to comprehend the sales and merchandising problems of a business, and to be definitely in a position to recommend business development ideas.

VINCENT EDWARDS & CO
World's largest advertising service organization
342 Madison Avenue, New York City

Washington Newsreel

[CONTINUED FROM PAGE 64]

formation had not yet been received from the Army. Passing the buck is an old Washington custom.

Nevertheless, the shoes will be allocated to regional offices throughout the country and a nation-wide sales program is in preparation. *They should be available to the trade before June 1, almost seven months after the declaration was made by the Army.*

Still it must be admitted that with only 42 sales offices and 20,000 employees War Assets is confronted with a formidable task, since total surplus declarations for fiscal year 1946 will be more than $30,000,000,000.

Marshall Field's to Enlarge Shoe Salon

CHICAGO, ILL.—Included in the expansion program of Marshall Field & Co. is the planned enlargement of the women's shoe section. However, because of difficulties in obtaining building materials, fabrics, etc., these contemplated changes will not be begun until the end of this year or the beginning of 1947.

Plans, which one executive said, are still "in rather a nebulous state" include the moving of the shoe salon into the space now occupied by the Fashion Arch division and spreading beyond to Wabash Avenue and Randolph Street into space where today a cosmetic salon is located as well as some clerical divisions.

BOONDOCKERS
Trade - Mark Reg.